



UNLEASHING JOY

A Spectacular Extravaganza of Celebration



BHALOBASA – THE NEW DAWN OF LIFE

- 
- Fully Airconditioned CIDCO Exhibition Center
 - The Program is over 43 years old!
 - Awarded For best Durga Puja in Mumbai by the Government of West Bengal
 - Theme-Based Pandal & Idol
 - Most Popular Cultural functions for all age groups
 - Ample Advertising Avenue – Activation, Branding, LED Wall Display & Digital Media
 - Approximate Area – 150,000 Sq.ft

Year	Attendance
1981	5000
2016	250000
2017	350000
2018	500000
2019	750000
2022	1000000








Team of more than 350
Volunteers



Serves Food to 20000
People



Felicitate Eminent Dignitaries



Our Social Initiatives

- Home for Cancer Patients
- Assisted Living For Senior Citizens An Old Age home
- Medical Assistance
- Covid Relief Assistance
- Education Support



Star Performers

A woman with dark hair, wearing a pink patterned kurta and large earrings, is singing into a microphone. She has her hand over her heart.

Star Performers





Star Performers



Forthcoming Cultural Program



Surojit O Bondhura



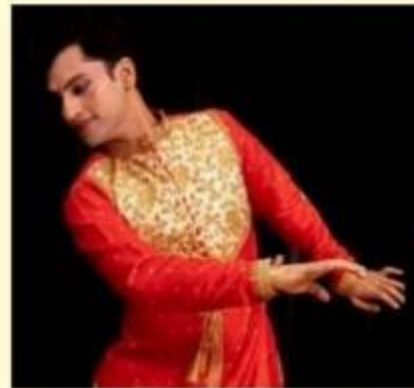
Monali Thakur



Gandharva Dance Academy



Kunal Ganjawala



Kalamoksha Academy of
Performing Arts



DIGNITY
FOUNDATION

Dignity
Foundation
Spreading Dignity Since 1999

Advertising Collaterals

Create the most appealing messages that help achieve desired results. Not merely being visible, but taking it to the next level with meaningful engagement

- ❖ Gates
- ❖ Hoardings
- ❖ Drop Downs
- ❖ LED Display Branding
- ❖ Video Wall Branding
- ❖ Special Product Display Areas
- ❖ Selfie Ponit
- ❖ Stalls
 - Corporate Stalls
 - Non-Food Stalls
 - Food Stalls





Gate Branding



Multiple Products

sbisecurities.in

Income	Derivative	ET
Mutual Fund	IPO	54EC

Registered & Licensed by SEBI. Member of NSE, BSE, FII, FI, etc. For more information, visit sbisecurities.in

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VRATRI, WELCOME HAPPINESS IN YOUR OWN HOME.

UTSAV DRANG THE DRANG

Competitive interest rates | Low processing fees

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SBI

With Best Compliments

SBI HOME LOANS

THIS DURGA PUJA, WELCOME HAPPINESS IN YOUR OWN HOME.

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BANK OF INDIA

HEARTILY WELCOMES

Bank of India

Hoarding Branding



Vehicle Display Branding

Video Wall Branding





Corporate Stalls

Not The Same. At Forest By The Hills, We Are Creating 300 Families In 300 Acres. A Blank

Advertising Collaterals Rate Card

Branding Collaterals					
Sr.	ITEM	SIZE (in ft)	LOCATION	QTY	RATE
1	Main Venue Entry - Road Gate - Box Type	(28Wx2.5)(10Hx2.5)	MAIN GATE VENUE ENTRY	1	6,00,000
2	Main AC Exhibition Arena Entry Gate	(4W0x2 / 9.5Hx2)	MAIN GATE HALL ENTRY	1	6,00,000
3	Road Gate in front of the Exhibition Hall - Box	(28Wx2.5)(10Hx2.5)	PATHWAY BOX GATE NO 1	1	3,00,000
4	Road Gate in front of the Exhibition Hall - Box	(20Wx2.5)(10Hx2.5)	PATHWAY BOX GATE NO 2	1	3,00,000
5	Big Gate - Pathway Entry towards AC Hall	(40Wx2 / 10Hx2)	PATHWAY BOX GATE NO 3	1	6,00,000
6	Gate front of Main Gate on Car Lobby	(20Wx2.5)(10Hx2.5)	PATHWAY BOX GATE NO 4	1	5,00,000
7	Hall Entry - Front Gate	(18Wx2)(12Hx2)	VIP GATE	1	3,00,000
8	Food Plaza Branding	10W X 5H	ABOVE FOOD STALLS	30	40,000
9	Dropdown Branding	6W X 18H	ACROSS HALL	30	40,000
10	Banners - Indoor	10W X 5H	INSIDE HALL	20	40,000
11	Hoarding Indoor	10W X 8W	MAIN EXIT INSIDE	6	1,00,000
12	Hoarding Indoor	10W X 8H	ABOVE WASHROOM	6	1,00,000
13	Hoarding Near Cultural Stage	20W X 10H	EITHER SIDE STAGE	4	3,00,000
14	Stage Wings 1st (rate per day)	3W X 10H	CULTURAL STAGE	4	1,00,000
15	Stage Wings 2nd (rate per day)	3W X 10H	CULTURAL STAGE	4	1,00,000
16	Stage Wings Led (rate per day) - DYNAMIC	4W X 10H	CULTURAL STAGE	2	1,25,000
17	Dynamic Backstage Branding on LED Screen (per day)	20W x 10H	CULTURAL STAGE	SPOT	2,00,000
18	Video Wall Near IDOL (200 spots/ per day / for 3days)	12Wx10H	NEAR IDOL STAGE	SPOT	1,00,000
19	Branding - IDOL STAGE	40W X 4H / 20W X 4H	STAGE FRONT	1	4,00,000
20	Branding - CULTURAL STAGE	15W X 5H	STAGE FRONT	2	3,00,000
21	Vehicle Display	600 SQ FT	HALL ENTRY - OUTDOOR	2	3,00,000
22	Outdoor Covered Area - near Main Venue Entry / Along pathway	1600 SQ FT	VENUE ENTRY - OUTDOOR	2	5,00,000
23	Pillar Branding	3W X 8H	PATHWAY / NEAR STAGE	10	30,000
24	Hoarding	16W X 8H	VIP PATHWAY	2	2,00,000
25	Selfi Point Branding	9W X 9H	FOOD COURT / PATHWAY	4	1,00,000
26	Corporate Kiosk / Stall	6W X 9H	INSIDE HALL	14	40,000



Special Packages for full event - Corporate Sponsorship are now available on special rates.

Platinum Title Sponsorship for the event	30 lacs	Package includes discounted inventories of advertisement media to showcase your products.
Gold Title Sponsorship for the event	20 lacs	
Silver Title Sponsorship for the event	10 lacs	These inventories include all kinds of Outdoor & Indoor

Stall Rate Card



Sno.	Item		Qty	Rate
1	Corporate Stall	2mtr X 2mtr	14	50,000
2	Non Food Stall	3mtr X 3mtr/ 2mtr X 2mtr	30	40000 / 30000
3	Food Stall	10 ft X 10 ft	50	75000/ 55000/ 50000/ 40000

- Note:
- a) GST as per applicable rates

b) NMBA will have exclusive rights of execution of the installation of Branding Material at an extra charge of Rs 35 Per sqft.

c) LED Screen - JPEG (resolution minimum 256x192 mp) / GIF & VIDEO FILES

d) Drop-Down Production & Installation cost Rs 3,000 per Drop down

e) All collaterals will be on display from 20/10/2023 to 23/10/2023

Our Partners



MEASURING THE CAMPAIGN EFFECTIVENESS

We could set up a complete Audit and Report cell which would be tracking and monitoring deliveries and provide real time updates as well as developments





TIMELINES

OCT, 20 2023

OCT, 24 2023



THANK YOU