

OUR PARTNERS

 sbicap securities A Tradition of Trust	 SURYODAY A BANK OF SMILES	 Star Union Dai-ichi Life Insurance A joint venture of Bank of India Union Bank of India GAIL-CLIF	 SBI	 LIC भारतीय जीवन बीमा निगम LIFE INSURANCE CORPORATION OF INDIA
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 Veedol	 बैंक ऑफ इंडिया Bank of India	 TMB Tamilnad Mercantile Bank Ltd Be a step ahead of life	 ओएनजीसी ONGC	 MGM CARE • COMMISSION • CURE
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 शुद्धता ही है सत्य Central Bank of India	 MOTHER DAIRY happy food happy people	 JSW Steel	 MARRIOTT	 ESSAR

VENUE

CIDCO Exhibition Center, Hall No. 1, Sector 30, Vashi, Navi Mumbai 400703

OFFICE

NMBA, Plot No. 25A, Sector 6, Vashi, Navi Mumbai 400703. Tel.: (022) 68836750

Website: www.nmba.in

SHARODOTSAV 2025



NAVI
MUMBAI
BENGALI
ASSOCIATION

27th September - 1st October 2025



NAVI
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ASSOCIATION

46
Years
CELEBRATING

Hall Specifications :

Hall Area : 48384 Sqft
Ceiling Height : 66 Sqft
Centrally Air Conditioned
Foot fall per day 2-3 lacs

Please contact us :

Sanghamitra Mitra



+91 93210 04928

Anirudh Mukherjee



+91 99675 19866



NMBA Sharodotsav 2025 : Where Tradition Meets Grandeur in a Spectacular Celebration

EVENT OVERVIEW:

Get ready to immerse yourself in the splendour of NMBA Sharodotsav 2025, a five-day celebration of culture, tradition and community spirit. From 27th September to 1st October, the festivities will unfold at the expansive CIDCO Exhibition Centre, Hall No. 1, Sector 30, Vashi, Navi Mumbai. Spanning 150,000 sq. ft., this iconic venue hosts one of India's largest indoor Durgotsav events, blending heritage with grandeur.

EVENT HIGHLIGHTS:

- **Cultural Extravaganza:** Experience Bengal's timeless heritage through mesmerising performances and artistic displays.
- **Unmatched Footfall:** Brace for a vibrant crowd of 8–10 lakh visitors over five action-packed days.
- **Star-Studded Evenings:** Catch live performances by iconic Bollywood and Tollywood celebrities.
- **Shop & Explore:** Discover unique products from exhibitors showcasing treasures from across India.
- **Award-Winning Glory:** Crowned Mumbai's Best Sharodotsav by the Government of West Bengal—a legacy of excellence!

VISITOR PROFILE:

- **Massive Daily Footfall:** Witness an influx of 200,000 to 300,000 visitors every day, creating an electrifying atmosphere.
- **Branding Bonanza:** An unmatched stage to amplify your brand, engaging with a vast, dynamic audience.
- **Limitless Reach:** Turn every visitor into a potential brand ambassador amidst the festival's grandeur.

BRANDING OPPORTUNITIES:

By partnering with NMBA, your brand can leverage the following innovative branding opportunities:

OUTDOOR / INDOOR MEDIA :

- o Gate Media/LED Walls
- o Hoardings, Billboards, Pillar Branding
- o Dropdowns, Banners
- o Car Display

SOCIAL MEDIA PROMOTION :

- o Live Streaming
- o Facebook, Instagram, YouTube, LinkedIn Promotion

EVENT CO-BRANDING :

- o Sponsoring cultural events featuring celebrities
- o Branding on decorations, stage setups and food/water arrangements

SOUVENIR ADVERTISEMENT

WHY PARTNER WITH US?

- **Unmatched Exposure:** Showcase your brand to millions through extensive media coverage and festival buzz.
- **Purposeful Impact:** Elevate your CSR presence by actively supporting transformative social initiatives.
- **Enduring Legacy:** Join NMBA's 46-year journey of fostering cultural vibrancy and community upliftment.

Home for Cancer Patients – A social Initiative of NMBA, Vashi

CSR PROGRAMME INITIATIVES BY NMBA:

OUR KEY CSR INITIATIVES: BRIDGING CARE WITH COMMUNITY

- **Home for Cancer Patients:** Offering subsidised lodging, free nutritious meals and essential medical aid to patients and their families.
- **Haven for Seniors:** Creating a nurturing space with health check-ups, counselling, wholesome meals and vibrant social activities.
- **Empowering Young Minds:** Supporting children's education by sponsoring school fees, books and essential supplies.
- **Healing Hands:** Providing complete medical assistance, from medicines to outpatient care, for those in need.



Partner with Purpose at NMBA Sharodotsav 2025.

Your corporate participation is the heartbeat of our celebration. By sponsoring Sharodotsav 2025, you not only amplify your brand but become a catalyst for social change. Let's unite to weave culture and compassion into a legacy that resonates far beyond the festivities.

We eagerly anticipate your valuable sponsorship and partnership for Sharodotsav 2025.

NMBA's Visionary Initiative for Senior Citizens' Assisted Living (Bhalobasa)

NMBA decided to start assisted living center for senior citizens with a perspective to engage the elderly as a community caring and supporting each others. The association wishes to start programs like health check-ups, affordable nutritional meals, counselling etc. Additionally, the association, offers social activities and volunteering opportunity to elderly and also offers transportation services for visiting various places in and around Navi Mumbai.

Home for Cancer Patients – A social Initiative of NMBA, Vashi

Our vision is to make our Assisted Living facility into a “Home away from Home” for senior citizens irrespective of language, cast and creed. Through this center the association will ensure that every elderly will have a dignified life full of happiness and good health. It is an appeal by the association to the society to support their initiative in developing an infrastructure in the form of assisted living center for senior citizens.

We are happy to announce that our new project, ASSISTED LIVING FOR SENIOR CITIZEN - OLD AGE HOME (BHALOBASA) is a much-needed facility in today's context. NMBA has already purchased a prime land measuring approximately 11,000 sq/ft from CIDCO, at Sector 11, Kharghar, specifically ear-marked for this purpose by Govt. of Maharashtra.

The next step is to construct a building with all necessary amenities required for such purpose to house approximately 60 senior citizens. Here they can live with dignity, get proper medical care and assistance of all kinds required at advanced age. The approximate cost of this complete project will be Rs 8 to 10 Crores and the time frame to complete it is 3 to 4 years. Participation of Corporate houses go a long way in achieving our objective. CSR play a positive role impacting local communities and the environment. We earnestly desire cooperation from corporate houses with their fundings through CSR Projects. We would be grateful for your contribution towards this initiative and seek support for creating a better future for our Senior members.

Hoping to give shape to the dream and making it a reality soon. We earnestly desire co-operation from corporate houses with their fundings through CSR Projects. We seek support to create a better future for senior members across our society. It's a huge challenge for a public Trust of our size, but this noble initiative of NMBA will definitely set an example and give courage for others to follow. It shall be one of our biggest social contribution, with you as our partner.

We are confident that together we can and we will make our dream come true and at the same time fulfil our Social Responsibility.



(Please Draw the Cheque in Favour of Navi Mumbai Bengali Association,
A/c No. 99020100015402, IFSC Code: BARB0DBTHEN (Fifth Character Zero)
Bank of Baroda, Sector 06, Vashi, Navi Mumbai.

Home for Cancer Patients – A social Initiative of NMBA, Vashi

BRANDING COLLATERALS

SR.	ITEM	SIZE	LOCATION
1	Main Road Gate - Box	(Top28Wx2.5H-4 Piece) (leg2.5Wx10H- 8 Piece)	MAIN GATE VENUE ENTRY
2	Main Exhibition Arena Entry Gate on Car Lobby Entrance	(Top40Wx2.5H-4 Piece) (leg2.5Wx10H - 12 Piece)	MAIN GATE HALL ENTRY
3	Road Gate in front of the Exhibition Hall - Box	(Top29Wx2.5H-4 Piece) (leg2.5Wx10H- 8 Piece)	PATHWAY BOX GATE NO 1
4	Road Gate in front of the Exhibition Hall - Box	(Top29Wx2.5H-4 Piece) (leg2.5Wx10H- 8 Piece)	PATHWAY BOX GATE NO 2
5	Big Gate - Pathway entry to hall (Joint gate)	(Top22Wx2.5H-4 Piece) (leg2.5Wx10H- 8 Piece)	PATHWAY BOX GATE NO 3
6	Big Gate - Pathway entry to hall (Joint gate)	(Top22Wx2.5H-4 Piece) (leg2.5Wx10H- 8 Piece)	PATHWAY BOX GATE NO 4
7	Branding - CULTURAL STAGE	40W FTx5H FT	STAGE FRONT
8	Outdoor Area Behind - IDOL	40W FTx40W FT	VENUE ENTRY - OUTDOOR
9	Branding - IDOL STAGE	40W FTx4H FT	STAGE FRONT
10	Hall Entry - VIP Gate	(Top20Wx2H-4 Piece) (leg2Wx10H - 8 Piece)	VIP GATE
11	Hoarding Near Cultural Stage	20W FTx10H FT	EITHER SIDE STAGE
12	Hoarding at the VIP Pathway	20W FTx10H FT	ON THE SIDEWALL OF VIP GATE
13	Vehicle Display		HALL ENTRY - OUTDOOR
14	Selfe Point	6WFTx6H FT	NEAR MAIN ENTERAINCE
15	Hoarding	16W FTx8H FT	PATHWAY TO VENUE (RIGHT HAND SIDE)
16	Dynamic Backstage Branding on LED Screen for Four days during Cultural Function (per day)	20W FTx10H FT	CULTURAL STAGE
17	Hoarding	16W FTx8H FT	PATHWAY TO VENUE (RIGHT HAND SIDE)
18	Hoarding Near Cultural Stage	10W FTx10H FT	LEFT SIDE STAGE
19	Hoarding Indoor	10W FTx8H FT	MAIN EXIT INSIDE
20	Hoarding Indoor - DROP DOWN TYPE	10W FTx8H FT	ABOVE WASHROOM
21	Stage Wings 1st (rate per day)	3W FTx10H FT	CULTURAL STAGE
22	Stage Wings 2nd (rate per day)	3W FTx10H FT	CULTURAL STAGE
23	Stage Wings Led (rate per day) - DYNAMIC	4W FTx10H FT	CULTURAL STAGE
24	Video Wall Near IDOL	12W FTx10H FT	NEAR IDOL STAGE
25	Banners - Indoor	10W FTx4H FT	INSIDE HALL
26	Food Plaza Branding	10W FTx5H FT	ABOVE FOOD STALLS
27	Dropdown Branding	6W FTx18H FT	ACROSS HALL
28	Pillar Branding	3W FTx8H FT	PATHWAY / NEAR STAGE
LED Spot (B)			
1	200 Spots of 10 second each in LED screen every day for three days during the event		
Special Packages for full event - Corporate Sponsorship are now available on special rates.			
	Platinum Title Sponsorship for the event	Rates upon Request	Package includes discounted inventories of
	Gold Title Sponsorship for the event	Rates upon Request	advertisement media to showcase your products.
	Silver Title Sponsorship for the event	Rates upon Request	These inventories include all kinds of Outdoor & Indoor media

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 28/9/2025 to 1/10/2025

For Rate Details Please Contact :

Sanghamitra Mitra  **+91 93210 04928**

Anirudh Mukherjee  **+91 99675 19866**



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NMBA Sharodotsav 2025 promises a mesmerising five-day celebration of culture and community. From 27th September to 1st October, the festivities will unfold at CIDCO Exhibition Centre, Hall No. 1, Vashi, Navi Mumbai. Spanning 150,000 sq. ft., this grand venue, near the Sion-Panvel Highway and Vashi Railway Station, hosts one of India's most spectacular indoor Durgotsav events.

Established in 1981, the Navi Mumbai Bengali Association (NMBA) has grown into Maharashtra's leading socio-cultural beacon for the Bengali community. Renowned nationwide, NMBA is a vibrant custodian of tradition, seamlessly blending culture and compassion. Through grand celebrations and impactful welfare initiatives, the association continues to weave a rich tapestry of heritage, unity and service to society.

The Navi Mumbai Bengali Association (NMBA) extends heartfelt support through its flagship initiative, The Home for Cancer Patients (HFCP), providing affordable accommodation for patients travelling to Mumbai for treatment. A subsidised canteen ensures nourishing meals for both patients and caregivers. NMBA is also bringing a cherished vision to life — an assisted living facility for senior citizens, fostering care and community.

Showcasing your brand in our Corporate Souvenir opens doors to lasting visibility. With wide distribution among advertisers and supporters, it's a powerful platform to amplify your reach. Backed by a legacy of success, the souvenir consistently draws strong advertiser interest — making it the perfect space to spotlight your brand and connect with a vibrant community.

Like last year, we are pleased to announce our Souvenir Publication during our forthcoming festive season. We invite your advertisement which shall be paid as Donation to Navi Mumbai Bengali Association, Vashi. You are requested to send us art material / or hi-resolution Images. (Images should have a minimum resolution of 300 dpi & in pdf or jpg file format.)

Your generous support by placing an advertisement in our Corporate Souvenir will significantly aid us in organising this event and raising funds for our Home for Cancer Patients and Upcoming Assisted Living for Senior Citizens. The dimensions of our Corporate Souvenir will be a full page, measuring 28 cm in height and 21.5 cm in width.

Extended Front Cover (Color)	Rs. 50,000
Back Outside Cover (Color)	Rs. 50,000
Front Inside Cover (Color)	Rs. 40,000
Back Inside Cover (Color)	Rs. 40,000
Imported Art Page (Color)	Rs. 15,000
Full Page (B/W)	Rs. 10,000
Half Page (B/W)	Rs. 5,000

I/We have donated, on/...../2025, to your organisation, NMBA the sum of Rs.
(Rupeesonly
(by

Cash / Cheque.....DatedDrawn on.....bank
exclusively toward the contribution for advertisement in souvenir pages as per details provided.

(Signature of Authorized Person& Company Seal)

(Address and Telephone No.)

(Please Draw the Cheque in Favour of Navi Mumbai Bengali Association,
A/c No. 43173075468, IFSC Code: SBIN0070665
State Bank of India, J. K. Chambers, Sector 17, Vashi, Navi Mumbai.





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SOUVENIR MATTER



Cultural Programme



Power Packed Performance by

Iman Chakraborty

Sasthi

28.09.2025



Dance Troup From Kolkata

Rohinoor Sen Barat

Saptami

29.09.2025



Live Musical Night by

**Palak Muchal &
Palash Muchal**

Maha Ashtami

30.09.2025



Bollywood Nite

**Sudesh Bhosle &
Anushka Patra**

Maha Navami

01.10.2025