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 ESSAR	 SBI Life INSURANCE With Us, You're Sure	 MERCEDES BENZ	 LIC PFL LIC PENSION FUND LTD	 SENCO GOLD & DIAMONDS Be the New You

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



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SHARODOTSAV 2026

NAVI MUMBAI BENGALI ASSOCIATION

Plot No. 25A, Sector 6, Vashi, Navi Mumbai 400703. E-mail: info@nmba.in



Hall Specifications :

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

Please contact us :

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+91 93222 90758

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+91 93210 04928

Anirudh Mukherjee

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NMBA Sharodotsav 2026

Where heritage, influence and purpose converge

A landmark celebration. A premium platform. A legacy partnership.

From **16th to 20th October 2026**, the prestigious **Navi Mumbai Bengali Association (NMBA)** proudly presents **Sharodotsav 2026** at the iconic **CIDCO Exhibition Centre, Hall No. 1, Vashi, Navi Mumbai**—one of India's grandest cultural extravaganzas.

Spread across an expansive **150,000 sq. ft. venue**, NMBA Sharodotsav is more than a festival, it is a powerful confluence of tradition, scale, commerce and social impact. Recognised as **Mumbai's Best Sharodotsav by the Government of West Bengal**, this five-day celebration offers corporates an unmatched opportunity to align with excellence, prestige and meaningful community engagement.

Event Magnitude at a Glance

Extraordinary Reach

- **8–10 lakh visitors** expected over five days
- **2–3 lakh daily footfall**
- One of India's **largest indoor airconditioned Durgotsav celebrations**
- A highly engaged, family-centric and aspirational audience

Cultural Grandeur

- Spectacular Durga Puja celebrations rooted in Bengal's timeless heritage
- Renowned Bollywood and Tollywood celebrity performances
- Elite cultural showcases, artistic experiences and immersive community participation

Commerce & Consumer Engagement

- Premium exhibitor opportunities featuring products and services from across India
- High-value consumer interaction and on-ground activation possibilities
- Strategic engagement with diverse demographic segments

Strategic Corporate Branding Opportunities

NMBA Sharodotsav 2026 offers an integrated, 360-degree branding ecosystem designed for maximum visibility and enduring recall.

On-Ground Brand Dominance

- Grand Entry Gate Branding
- LED Walls & Digital Displays
- Hoardings, Billboards & Pillar Wraps
- Dropdowns, Banners & Venue Signage
- Car Display Zones

Digital & Social Amplification

- Live Streaming via NMBA.in
- Strategic campaigns across:
 - Facebook
 - Instagram
 - YouTube
 - LinkedIn

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

Event Co-Branding

- Celebrity Night Sponsorships
- Cultural Programme Sponsorships
- Stage & Décor Branding
- Food Court / Water Station Branding

Legacy Visibility

- Souvenir Advertising in premium commemorative publications

Why Leading Brands Choose NMBA

Unmatched Brand Visibility

Position your brand before millions through direct audience engagement, digital amplification and sustained festival-wide presence.

Strategic Consumer Trust

Associate with a respected 45-year-old institution synonymous with cultural credibility, social commitment and community leadership.

CSR with Authentic Purpose

Transform sponsorship into impact by supporting initiatives that directly uplift lives.

CSR Excellence: NMBA's Commitment Beyond Celebration

NMBA stands as a catalyst for transformative social progress through deeply rooted CSR programmes:

Home for Cancer Patients

Providing subsidised accommodation, nutritious meals and critical support for patients and families.

Senior Care Haven

Creating compassionate ecosystems for elders through healthcare, counselling and wellness activities. The ongoing construction of 'BHALOBASA'-OLD AGE HOME bears testimony to the statement.

Education Empowerment

Supporting underprivileged children with school fees, books and essential learning resources.

Medical Assistance

Delivering medicines, healthcare support and outpatient services for vulnerable communities.

Partner with Purpose. Lead with Legacy.

At NMBA Sharodotsav 2026, corporate participation transcends sponsorship—it becomes a statement of leadership, cultural stewardship and social responsibility.

This is your opportunity to:

Build Visibility. Inspire Communities. Create Enduring Impact.

Join us in shaping an extraordinary celebration where **culture meets commerce, and prestige meets purpose.**

NMBA Sharodotsav 2026

Because great brands deserve great platforms.

NMBA CSR & BHALOBASA - OLD AGE HOME PROJECT REPORT

Bridging Care with Community | Building Dignity for Tomorrow

Navi Mumbai Bengali Association (NMBA) continues to strengthen its commitment towards meaningful community service through impactful CSR initiatives and its flagship project, **“BHALOBASA – Assisted Living for Senior Citizens.”**

NMBA CSR INITIATIVES: A HOLISTIC COMMUNITY APPROACH

NMBA's CSR framework is built on compassion, inclusivity and sustainable impact:

● Home for Cancer Patients

Providing subsidised accommodation, nutritious meals and essential medical support to patients and their families coming for treatment from different corners of India.

● Haven for Seniors

Offering elderly care through health check-ups, counselling, nutrition and community engagement activities.

● Empowering Young Minds

Supporting underprivileged children with school fees, books and essential educational resources.

● Healing Hands

Delivering medical assistance including medicines and outpatient care for the needy.

These initiatives reflect NMBA's mission to bridge social gaps and uplift lives across all age groups.

FLAGSHIP INITIATIVE: BHALOBASA – A HOME AWAY FROM HOME

Recognising the growing need for dignified elderly care, NMBA conceptualised **BHALOBASA**, an assisted living facility designed to foster:

- Dignity, care and emotional well-being
- Medical support and nutritional care
- Social interaction and active ageing
- Inclusivity beyond caste, creed or language

The project aims to house **approximately 128 senior citizens** in a safe, caring and community-driven environment.

PROJECT MILESTONES & CURRENT STATUS

NMBA has achieved significant progress in transforming this vision into reality:

- **Land Acquisition Completed**
~11,000 sq. ft. plot secured from CIDCO at Sector 11, Kharghar, earmarked for this purpose.
- **Bhoomi Pujan Ceremony (19th April 2026)**
Conducted with spiritual fervour, marking the formal commencement of the project in the presence of esteemed dignitaries including:
 - Reverend Father S. Almeida (Father Agnel Institution)
 - Father Peter (Father Agnel Technical Complex, Vashi)
 - MLA Shri Prashant Thakur
 - Other respected community leaders and members
- **Commencement Certificate (CC) Received**
A critical milestone achieved, enabling the official start of construction activities.

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

- **Builder Finalised**
Selected through a transparent tendering process from competitive bidders.
- **Construction Timeline**
Construction is scheduled to **commence by end of May 2026**, in two phases, with an estimated completion period of **2–3 years** for the first phase.
- **Project Cost**
Estimated at **₹8–10 crore**, covering infrastructure and essential facilities for the first phase.

VISION & IMPACT

BHALOBASA is envisioned not just as a facility, but as:

- A **sanctuary of dignity and care**
- A **community-driven ecosystem for elderly well-being**
- A **model CSR initiative** inspiring similar efforts

It aims to ensure that every senior citizen experience **respect, companionship, healthcare and happiness** in their later years.

CALL FOR CSR PARTNERSHIP: SHARODOTSAV 2026 & BEYOND

NMBA invites corporate houses and philanthropists to partner in this transformative journey:

- Support through **CSR funding and sponsorships**
- Participate in **Sharodotsav 2026**, where culture meets social impact
- Contribute towards building long-term community infrastructure

Your partnership will not only enhance brand visibility but also create **lasting social value**.

A COLLECTIVE RESPONSIBILITY

While this initiative is ambitious for a public trust, NMBA remains confident that **collective support will turn this dream into reality**. The association expresses heartfelt gratitude to all members, donors and well-wishers who have contributed so far.

CONCLUSION

BHALOBASA stands as a testament to compassion in action—**not merely a building, but a home filled with care, dignity and love**. With continued support, NMBA is committed to creating a lasting legacy of humanity and social responsibility.

Navi Mumbai Bengali Association (NMBA)

(For contributions: Cheque in favour of Navi Mumbai Bengali Association)



**(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

Branding Collaterals (A)

Sno.	Item	SIZE	LOCATION	Qty	Rate (Each)
1	Main Road Gate - Box	(Top28Wx2.5H-4 Piece) (leg2.5Wx10H- 8 Piece)	MAIN GATE VENUE ENTRY	1	10,00,000
2	Main Exhibition Arena Entry Gate on Car Lobby Entrance	(Top40Wx2.5H-4 Piece) (leg2.5Wx10H - 12 Piece)	MAIN GATE HALL ENTRY	1	8,00,000
3	Road Gate in front of the Exhibition Hall - Box	(Top29Wx2.5H-4 Piece) (leg2.5Wx10H- 8 Piece)	PATHWAY BOX GATE NO 1	1	5,00,000
4	Road Gate in front of the Exhibition Hall - Box	(Top29Wx2.5H-4 Piece) (leg2.5Wx10H- 8 Piece)	PATHWAY BOX GATE NO 2	1	5,00,000
5	Big Gate - Pathway entry to hall (Joint gate)	(Top22Wx2.5H-4 Piece) (leg2.5Wx10H- 8 Piece)	PATHWAY BOX GATE NO 3	1	5,00,000
6	Big Gate - Pathway entry to hall (Joint gate)	(Top22Wx2.5H-4 Piece) (leg2.5Wx10H- 8 Piece)	PATHWAY BOX GATE NO 4	1	5,00,000
7	Branding - CULTURAL STAGE (Left)	20W FTx5H FT	STAGE FRONT	1	3,00,000
8	Branding - CULTURAL STAGE (Right)	20W FTx5H FT	STAGE FRONT	1	3,00,000
9	Branding - IDOL STAGE	40W FTx4H FT	STAGE FRONT	1	6,00,000
10	Hall Entry - VIP Entry Gate	(Top20Wx2H-4 Piece) (leg2Wx10H - 8 Piece)	VIP GATE	1	5,00,000
11	Hoarding Near Cultural Stage	20W FTx10H FT	EITHER SIDE STAGE	3	3,00,000
12	Hoarding at the VIP Pathway	20W FTx10H FT	ON THE SIDEWALL OF VIP GATE	1	3,00,000
13	Vehicle Display		HALL ENTRY - OUTDOOR	2	5,00,000
14	Selfe Point	6WFTx6H FT	NEAR MAIN ENTERAINCE	2	2,00,000
15	Hoarding	16W FTx8H FT	PATHWAY TO VENUE (RIGHT HAND SIDE)	10	3,00,000
16	Dynamic Backstage Branding on LED Screen for Four days during Cultural Function (per day)	20W FTx10H FT	CULTURAL STAGE	1	2,00,000
17	Hoarding	16W FTx8H FT	PATHWAY TO VENUE (LEFT HAND SIDE)	5	3,00,000
18	Hoarding Near Cultural Stage	10W FTx10H FT	LEFT SIDE STAGE	1	2,00,000
19	Hoarding Indoor	10W FTx8H FT	MAIN EXIT INSIDE	6	1,00,000
20	Hoarding Indoor - DROP DOWN TYPE	10W FTx8H FT	ABOVE WASHROOM	6	1,00,000
21	Stage Wings 1st (rate per day)	3W FTx10H FT	CULTURAL STAGE	4	1,00,000
22	Stage Wings 2nd (rate per day)	3W FTx10H FT	CULTURAL STAGE	4	1,00,000
23	Stage Wings Led (rate per day) - DYNAMIC	4W FTx10H FT	CULTURAL STAGE	2	1,00,000
24	Video Wall Near IDOL	12W FTx10H FT	NEAR IDOL STAGE		1,00,000
25	Special Dropdown Branding	6W FTx14H FT	NEAR IDOL STAGE	1	1,00,000
26	Food Plaza Branding	10W FTx5H FT	ABOVE FOOD STALLS	25	50,000
27	Dropdown Branding	6W FTx18H FT	ACROSS HALL	30	60,000
28	Pillar Branding	3W FTx8H FT	PATHWAY / NEAR STAGE	10	50,000

LED Spot (B)

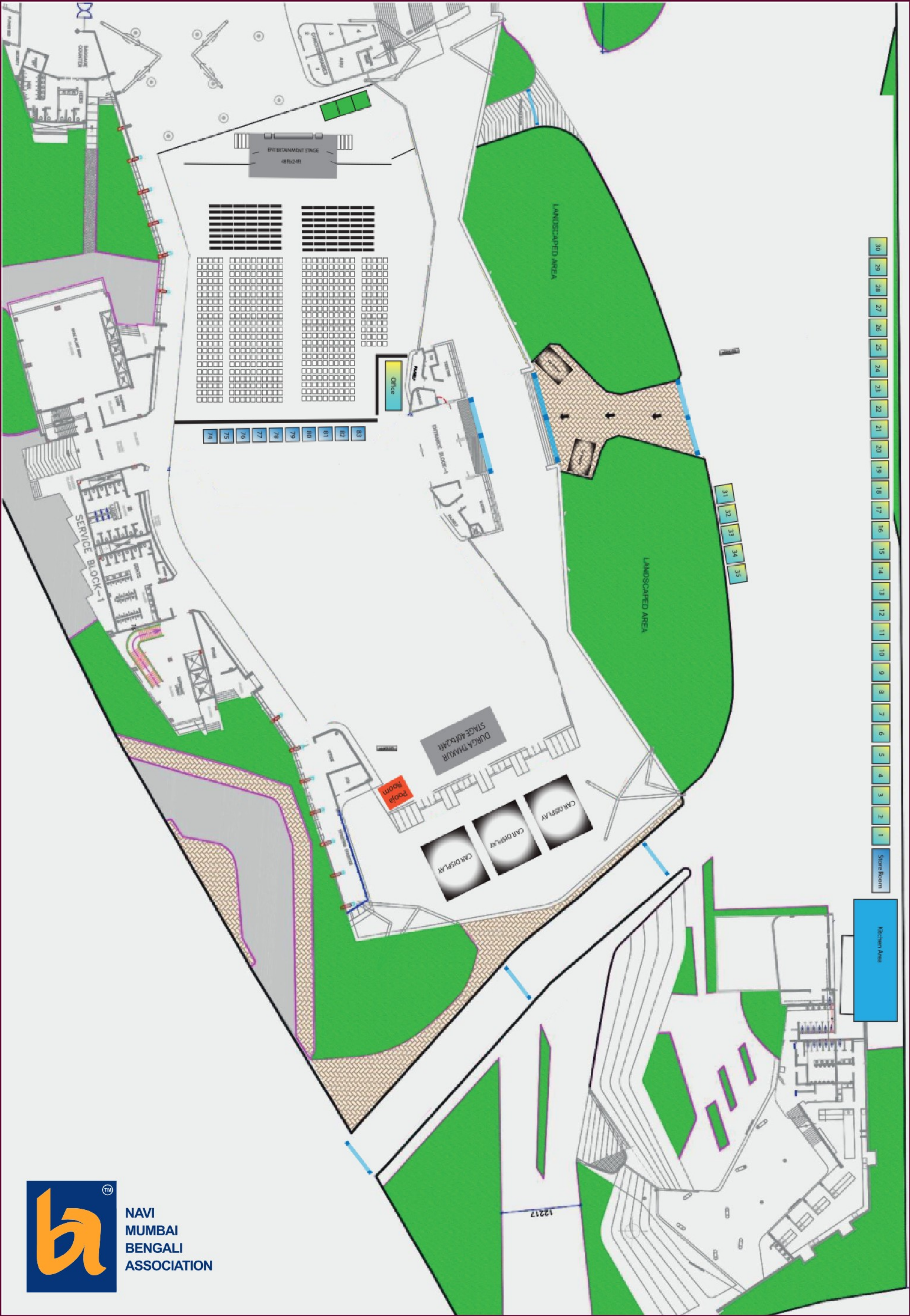
1	200 Spots of 10 second each in LED screen every day for three days during the event	
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Special Packages for full event - Corporate Sponsorship are now available on special rates.

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

Note:

- GST as per applicable rates
- NMBA will have exclusive rights of execution of the installation of Branding Material at an extra charge of Rs 35 Per sqft.
- LED Screen - JPEG (resolution minimum 256x192 mp) / GIF & VIDEO FILES
- Drop-Down Production & Installation cost Rs 3,000 per Drop down
- All collaterals will be on display from 16/10/2026 to 20/10/2026



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NMBA Sharodotsav 2026 promises a mesmerising five-day celebration of culture and community. From 16th October to 20th 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/...../2026, 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