



# *Sarathi*

SOCIO – CULTURAL TRUST



*Sarathí and Partner*  
*Presents*  
**SAMMAD 2014**



# DURGOTSAV 2014

## PUJ A

- *Durga Puja & Dussera, SEPT 29 – Oct 4, 2014*
- *Kali Puja & Deepavali Night, 23<sup>rd</sup> OCT, 2014*
- *Celebrating our 12<sup>th</sup> Year in Bangalore*

## PEO PLE

- *Sarathi members & their families*
- *Guests & Visitors – 35,000 footfalls/day*
- *Mix of elite, professional and young crowd*

## PLA CE

- *Mangala Kalyan Mantapa (Police Chowltry)*
- *Koramangala, the prime happening place in Bangalore*
- *10000 sq. ft. main hall + 15000 sq. ft. covered/open area*

## PRO GRA MMI E

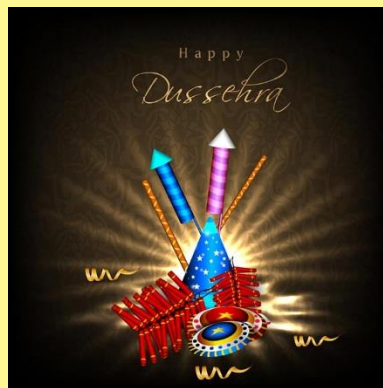
- *Professional & In-House Musical & Dance Programs*
- *Competitions & other events during the day*
- *Media coverage from radio, print & TV channels*

## PAR TNE RS

- *Premium Partners & Event Sponsors*
- *Stalls from major Corporates*
- *Food Stalls, Banners, Displays, Branding*



# WE BRING TOGETHER





# The Cultural Extravaganza

- *Sammad*– The Cultural Extravaganza” is the exuberant and gorgeous annual cultural fiesta organized by **Sarathi** during Dussera/Durga Puja & Diwali time
  - Centrally located for easy access to everyone.
  - Around 1,40,000 people enjoyed the rendezvous in 2013
  - Expect even more in 2014.
  - It’s a very classy event for a niche audience



# LOCATION & AMBIANCE

**Sammad is held at the Mangala (Police Choultry) Kalyana Mantapa, Koramangala**

- Very close to Forum Mall
- 60,000 sq ft open area in total
- More than 25,000 sq ft of covered & uncovered area for exhibition & corporate stalls capable of accommodating 25,000 people at a time
- Ample car parking space
- Sleek getup & professional event management
- Effective crowd control

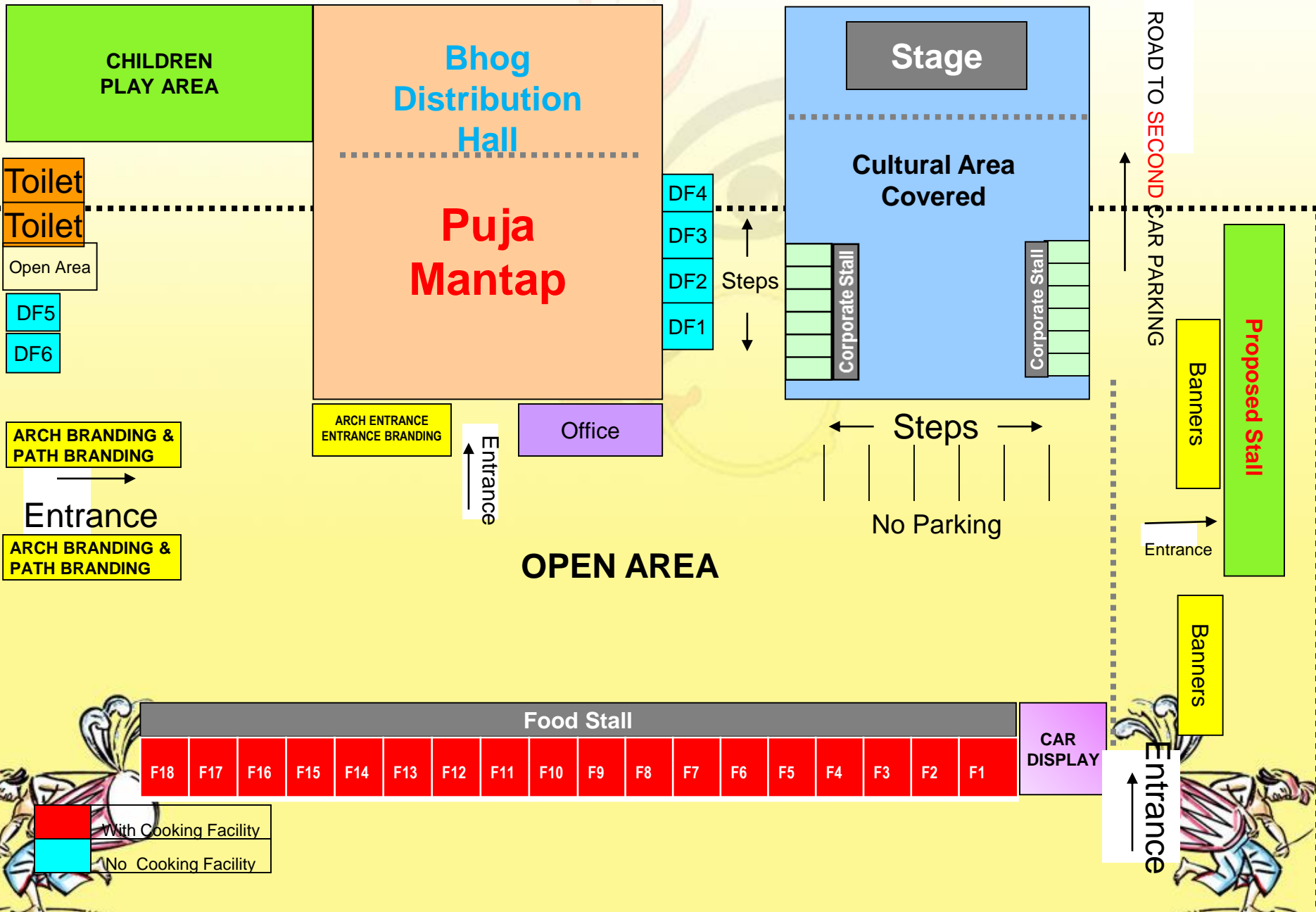


# It's not about only Dussehra...

- Support a school which takes care of special ability people
- Contribute in the infrastructure of a centrally located garden ( Mangala Kalyana Mantapa)
- Take community initiatives like tree plantation, blood donation camp, fund raising
- Engage Seva-in-Action children's in our cultural activities



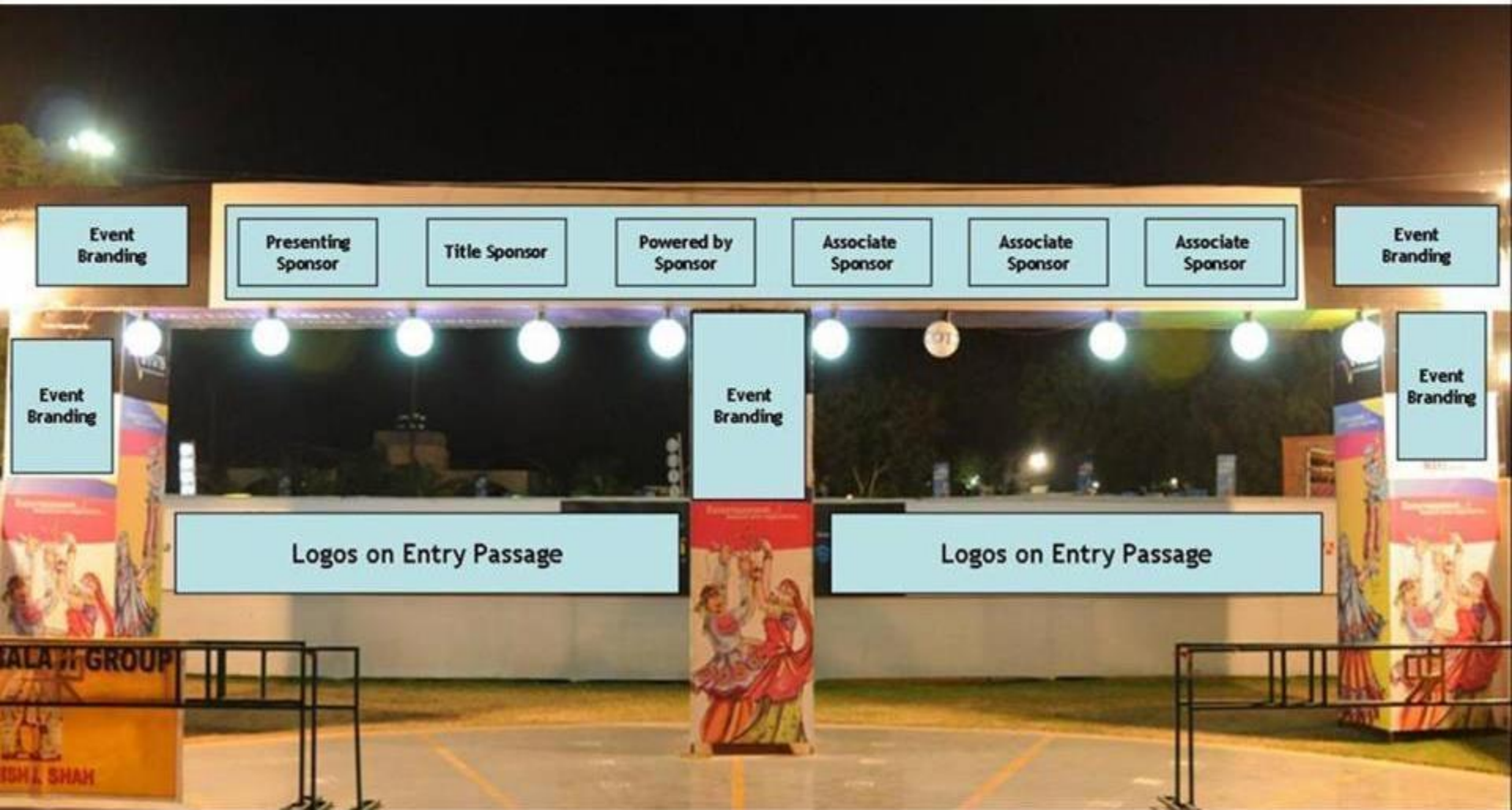
# VENUE LAYOUT





# Branding Plan 1

## Main Entry Gate



# Branding Plan 2

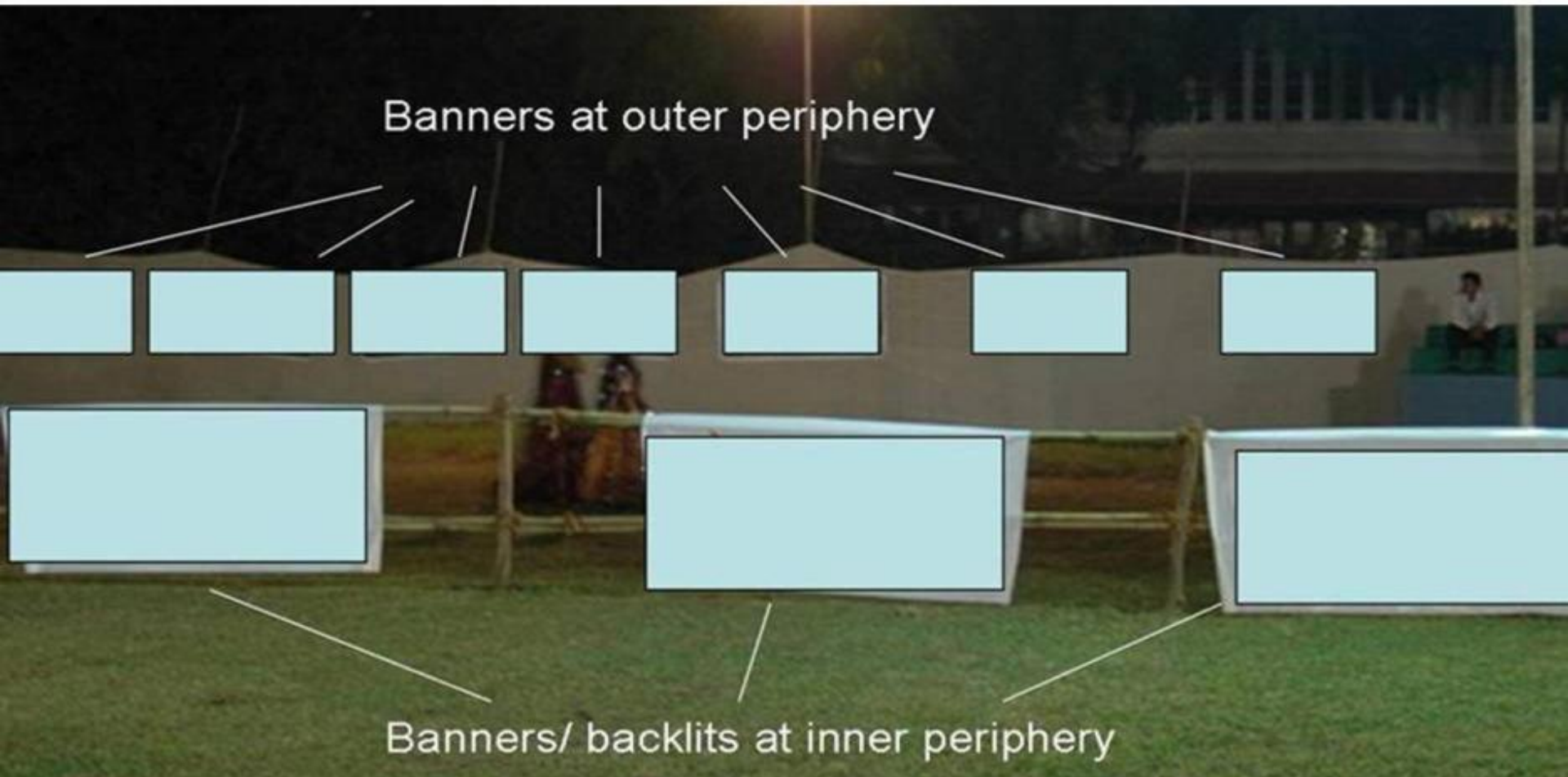
## Inner Gate





# Branding Plan 3

## Periphery Branding



# PLANS ON PRE-EVENT PROMOTION

- **Event Posters In and around Koramangala.**
- **Pre-Promotion of the event at Koramangla Club**
- **Event Promos on Radio**
- **Event Promos in Leading News Papers**





# OUR PAST PARTNERS

- We'd like to acknowledge the support all the corporate houses in making the event viable and extremely successful.
- We'd expect similar cooperation in coming years.
- The brands, visible in stalls, banners & backdrops, range from big Financial, Insurance, F&B, Consumer Products, Leisure, Entertainment, Fine Dining, Construction & Media companies



# Our Past Premium Partners were



# Major Past Sponsors :



## Major Sponsors



# Our Past Premium Partners were



# Major Past Sponsors :



## Co-Sponsors





# AND THE LIST IS UNENDING ...

## Co-Sponsors





# Media Partners

THE TIMES OF INDIA

BANGALORE MIRROR

The Telegraph  
calcutta, india

WORLD SPACE<sup>®</sup>  
SATELLITE RADIO

आज तक

Aaj Tak - Hindi

HEADLINES  
TODAY

Headlines Today

RADIO  
ONE  
FM 94.3

91.1 FM  
Radio City  
what's Fun

RADIO MIRCHI<sup>®</sup>  
It's Hot!



# Some Happy Moments – 2013





# 140K people over 5 Days



# Sleek Getup for All Events







# Celeb for the Year 2012



**Emmon and Sukanya**



**SWAPAN BASU**



**JUNE BANERJEE**



**Parambrato**



# Highlight of 2011

- First time in history of Durga Puja of Bangalore **Kavita Krishnamurthy** performing for Sarathi.



- The famous Bollywood singer **Emmon Chatterjee** would be performing first time in Bangalore for Sarathi.
- Many more performance is been lined up during the five days .

## Advantage

- A straight increase in the total foot fall.
- Huge opportunity for corporate to showcase .
- Ample time for the corporate to do correct propaganda of their product .
- A one stop shop for the Corporates

# Snapshot Events in Past



Antara Choudhury

<http://www.sarathionline.com>



# You can Reach Us



<http://www.sarathionline.org/>



<https://www.facebook.com/pages/Sarathi-Koramangala-Durga-Puja/139827092715474>



<http://sarathionline.blogspot.in/>



<https://www.google.co.in/maps/place/Mangala+Kalyana+Mantapa/@12.9362874,77.6173402,16z/data=!4m2!3m1!1s0x3bae144faebfd3bf:0xc2c6de49b1c6b55a?hl=en>

