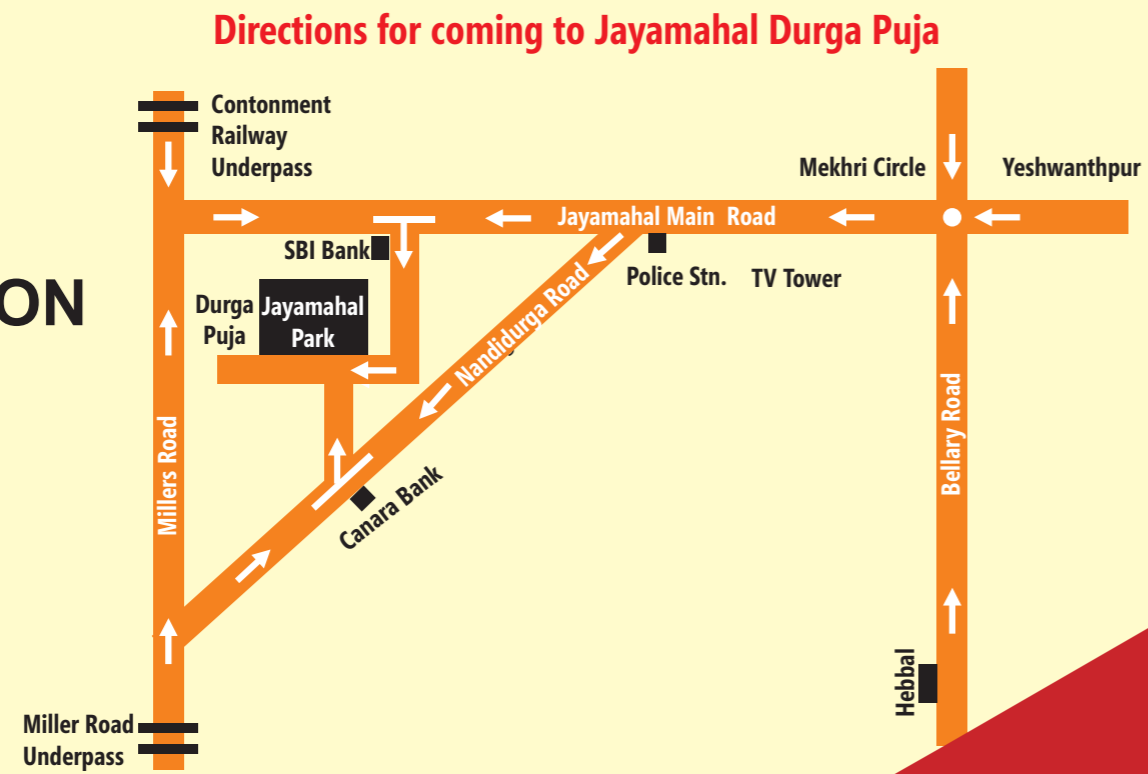


## LOCATION



Jayamahal  
Cultural  
Association

**Dussehra - Durga Puja**

Sep. 27-Oct.02, 2025

Celebrating

**71<sup>st</sup>**

**YEAR**

A great event  
with more than  
**15,000**  
visitors  
per day



**THIS DUSSEHRA,  
DON'T MISS THE OPPORTUNITY  
TO INCREASE SALES THROUGH  
AN EXCLUSIVE & UNIQUE EVENT IN JAYAMAHAL**

For more details, contact:

Tapan K. Datta at 98450 38782 or  
Sounak Sinha at 99020 16402 or  
Anuradha Roy at 81057 77550 or  
Mitul Bose at 98458 14931 or  
Riti Ray at 63662 11732



Jayamahal  
Cultural  
Association

No.7, 2nd Cross, Upparahalli Venkatappa Block,  
Pemme Gowda Road, J.C. Nagar, Bengaluru 560 006  
[Reg. No. 280/2000-2001]  
Website: [www.jayamahal.org](http://www.jayamahal.org)

Celebrating 71<sup>st</sup> Year of Sharod Utsav

**A UNIQUE  
OPPORTUNITY  
TO SHOWCASE  
YOUR PRODUCTS  
& SERVICES**

*This Dussehra and Durga Puja, showcase your products & services to the right audience and increase your sales.*

## WHAT YOU CAN SHOW

- Special offers for Dussehra
- Product & service description to the right audience
- Brand building

### Format

- Cinema slides
- Television commercial
- Product/ Corporate Videos

## WHAT YOU CAN DO

- Invite your customers for demo or presentation in our digital pavilion
- Take your customers for a tour around the premises for a unique experience
- Offer them sumptuous lunch in our community feast area or special snacks from the varieties of stalls in our Food Court

## PROGRAMME DESCRIPTION

- Singing Talent Search
- Stand-up Comedy
- Dance Program
- Puppet Shows
- Musical Performance by Artist from Kolkata and Bengaluru

### POSSIBILITIES:

- Customized brand promotion activities

Vivekananda Rock Temple



Egyptian Pyramid



Glimpses of our events over the years

## DIGITAL SCREEN RATES

### COMMERCIAL

Duration	Cost per Insertion	5 Slots Cost per Day	10 Slots Cost per Day
10 Secs slots	1,500/-	7,500/-	15,000/-
20 Secs slots	3,000/-	15,000/-	30,000/-

### Product/ Corporate Videos

Duration	Cost per Insertion
1 Minute Video	7,500/-
1-2 Minutes Video	15,000/-
2-3 Minutes Video	25,000/-
3-5 Minutes Video	35,000/-

### Presentation Slots (One Time)

Duration	Cost per Presentation
10 Minutes	15,000/-
20 Minutes	25,000/-
30 Minutes	40,000/-

- Special discount available for Block booking
- Muktaangan Stage can be blocked exclusively for the booked period

### Screen 1 in the Muktaangan Stage



#### TIMINGS

12.00 noon - 01.00 pm  
01.00 pm - 02.00 pm  
02.00 pm - 03.00 pm  
03.00 pm - 04.00 pm  
04.00 pm - 05.00 pm

### Screen 2 in the Food Court



#### TIMINGS

07.00 - 08.00 pm  
08.00 - 09.00 pm  
09.00 - 10.00 pm  
10.00 - 11.00 pm  
11.00 - 12.00 pm

Jungle Book



Huge crowd pullers

Celebrating  
**71<sup>st</sup>**  
YEAR

**DUSSEHRA - DURGA PUJA**

Sep. 27-Oct.02, 2025

The Jayamahar Cultural Association (JCA), home to one of the oldest Durga Pujas in Bangalore, is proudly celebrating its 71st year of Sharad Utsav in 2025. The Association has also been proactively involved in both socio-cultural activities and charitable initiatives.

The festival is celebrated at the 'Ladies Club' premises, an open area in the prime locality of Jayamahar Extension. The warm, homely atmosphere of the Puja draws people from all over Bangalore.

The highlights of the festival days include the daily 'Pushpanjali', the evening 'Arati', the community feast 'Bhog', the food court, and the open-to-all Dandiya, which attract nearly 15,000 guests every day.

Jayamahar Durga Puja has always been a trendsetter with many innovative initiatives such as:

- Introducing the theme puja concept in Bangalore in 2014
- Providing the open platform of 'Muktangan' for showcasing local talent
- Displaying exhibitions on topics ranging from Tagore to 75 Years of Independence
- Setting up a digital pavilion 2023 onwards for sponsors to leverage digital advertising for their products/services

To mark its 71st year of celebrations, JCA will offer a unique theme **Lost Childhood**, by renowned artists and craftsmen from Kolkata.

For Corporate brand managers, this is a unique opportunity to participate in these socio-cultural celebrations and showcase their products/services. The event will be extensively covered in the media.

2025 Theme  
*Lost Childhood*

