



**Glimpses of
2024
Durga Puja**
- Huge Crowd
Pullers



**Jayamahal
Cultural
Association**

Celebrating

**71st
YEAR**

Sharod Utsav
Sep. 27-Oct. 02, 2025



2025 Theme
*Lost
Childhood*

**Other
Branding
Options**

- Back of Chairs
- Back of Food Coupons
- Aprons/ Badges
- T-Shirts for Dhakis (traditional drummers)

Sponsoring Events:

- Individual Cultural Programs
- Day-wise Community Feasts

The sponsorship amount for these events will depend on the actual expenditure likely to be incurred. The rates and list of facilities will be provided separately.

For further information, please contact

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

For Food Stalls, please contact **Nildeep Biswas at 98801 04504**



**Jayamahal
Cultural
Association**

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

Celebrating 71st Year of Sharod Utsav

**Corporate
Sponsorship/
Food Stalls**

Celebrating

71st
YEAR

Sharod Utsav

Sep. 27-Oct. 02, 2025

The Jayamahal Cultural Association (JCA), home to one of the oldest Durga Pujas in Bangalore, is proudly celebrating its **71st year of Sharod 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 Jayamahal Extension. The warm, homely atmosphere of the Puja draws people from all over Bangalore.

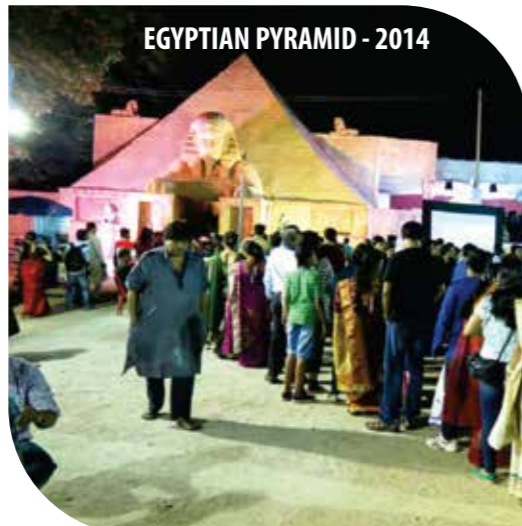
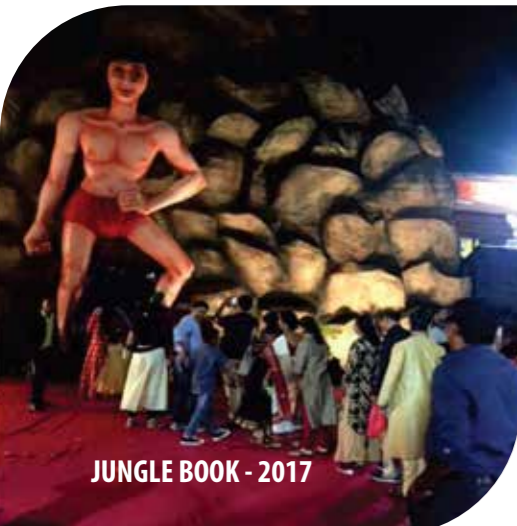
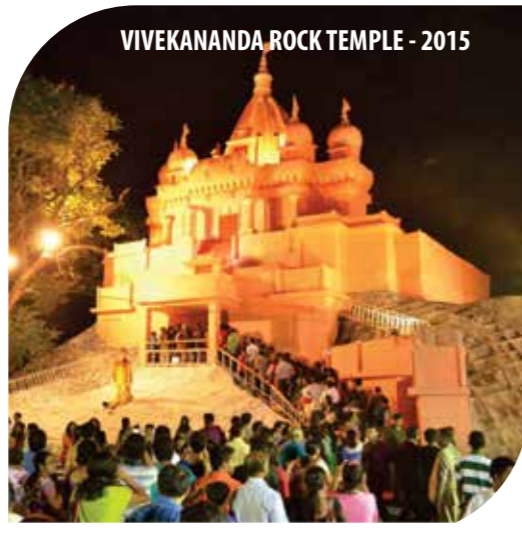
The highlights of the festival days include the daily 'Pushpanjali', the evening 'Arati', the community feast 'Bhog', the food court, and the open-to-all Dandiya, which attract nearly 15,000 guests every day.

Jayamahal Durga Puja has always been a trendsetter, with USPs 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

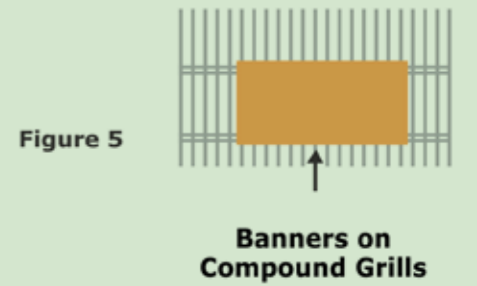
To mark its 71st year of celebrations, JCA will offer a unique theme, featuring pandal decorations by renowned artists and craftsmen from Kolkata.

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.

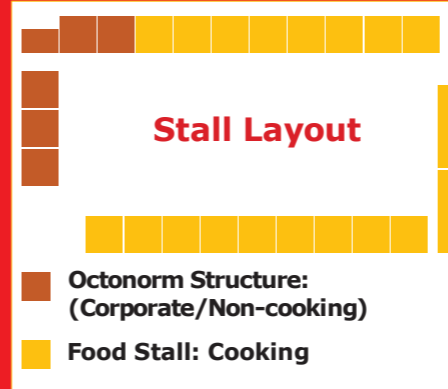


Glimpses of our Durga Puja Themes Over the Years

AREA PLAN



Sponsorship Opportunities & Rates



Corporate Stall : (Size: 10' x 10')	Rs. 55,000
Food Stall : (Size: 10' x 10')	
For Single Food Stall :	Rs. 50,000
For Double Food Stalls :	Rs. 90,000
Banners	Size
Inside the premises (Figure 1)	6' x5' Rs. 12,000
Inside & Outside (Figure 1)	8' x4' Rs. 15,000
Compound Grill (Figure 5)	8' x4' Rs. 18,000
Banners on Stage (Figure 2)	8' x4' Rs. 25,000/banner
Branding on Main Gate (Figure 4)	Rs. 2,00,000
Branding on Inside Gates	Rs. 1,50,000
Main Sponsorship	
PLATINUM	Rs. 4,00,000
GOLD	Rs. 2,50,000
SILVER	Rs. 1,50,000
Details are available on request	
Ads on Digital Display Units Rates available on request	

Facilities for Sponsors

- You can distribute your brochures/collateral to visitors from the JCA stall
- You can conduct special promotions during the festival days (the sponsoring companies should employ their people for the promotion)
- Announcements on stage (in coordination with the organisers)
- Promotion on a digital screen in the digital pavilion and the food court

For further updates, please visit:
www.jayamahal.org

JUNGLE BOOK - 2017