



Jayamahal
Cultural
Association

OCT. 16–OCT. 21, 2026
BANGALORE

Sharod Utsav 2026

Celebrating 72 years



Digital Sponsorship Brochure

A 5-day mega event with more than

15,000 visitors per day!

**Showcase your products & services to the
right audience and increase your sales!**

Celebrating the 72nd Year of Sharod Utsav

The Jayamahall Cultural Association (JCA), home to one of the oldest Durga Pujas in Bangalore, is proudly celebrating its 72nd year of Sharod Utsav in 2026. 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 Jayamahall 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), and the food court, which attract nearly 15,000 guests every day.

Jayamahall 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 Mukangan 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 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.

2014

Pioneered
Theme Pujo
Concept, attracting
huge footfall

15000+

Guests every day
for 5 festival days

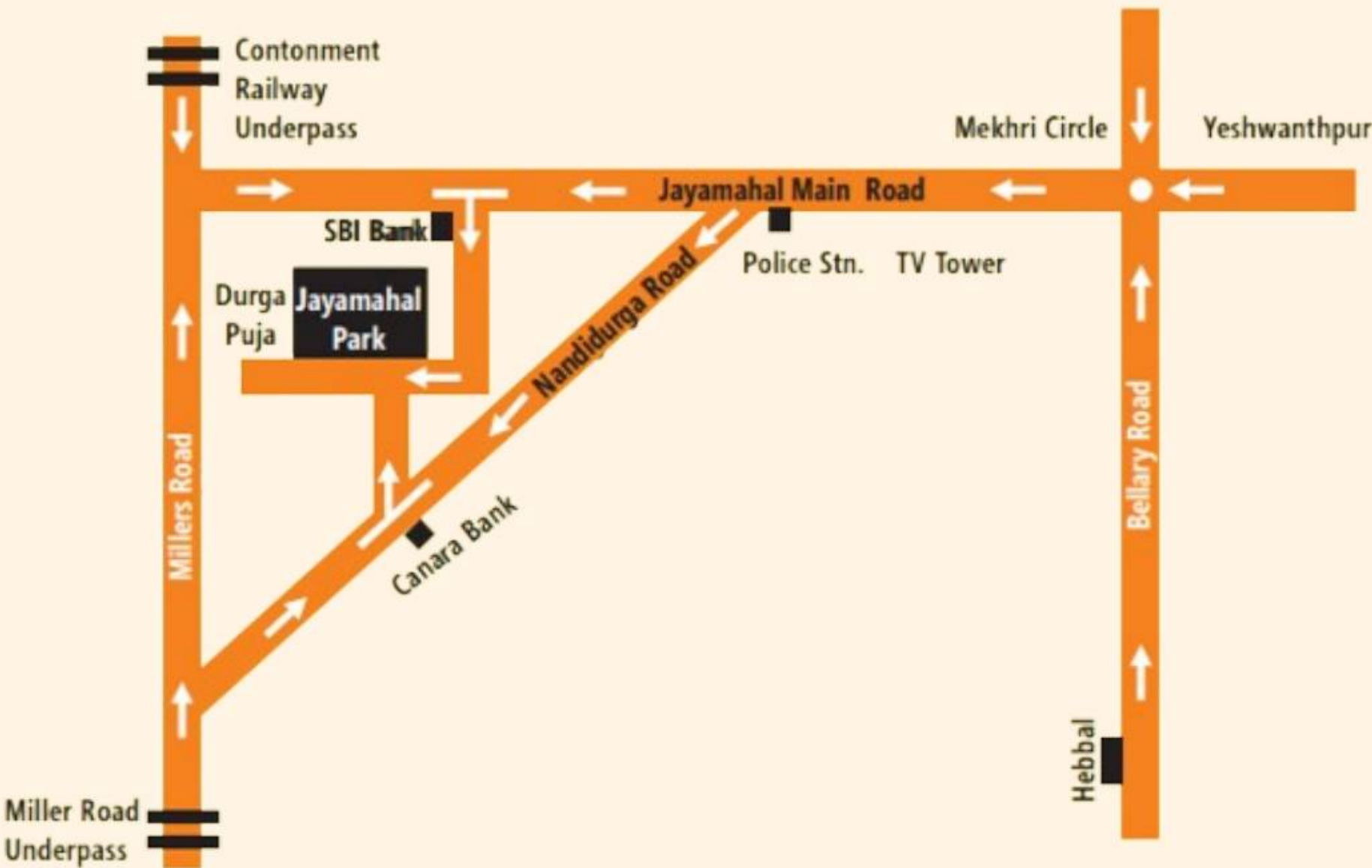
2023

Digital pavilion
introduced for
sponsor
advertising





Location Map



Options for Brand Promotion

- Community feast for 1500 people every day
- Dance programs and dhunuchi naach
- Concerts by popular artistes from Kolkata and Bangalore

***Customized brand promotion also available!**

Digital Screen Rates

Commercial

Duration	Cost per insertion	5 slots cost/ day	10 slots cost/ day
10 secs slot	Rs. 1,500	Rs. 7,500	Rs. 15,000
20 secs slot	Rs. 3,000	Rs. 15,000	Rs. 30,000

Product/Corporate Videos

Duration	Cost per insertion
1 minute video	Rs. 7,500
1-2 minute video	Rs. 15,000
2-3 minute video	Rs. 25,000
3-5 minute video	Rs. 35,000

Presentation Slots (One Time)

Duration	Cost per insertion
10 minute video	Rs. 15,000
20 minute video	Rs. 25,000
30 minute video	Rs. 40,000

***Special discount available for Block booking**

Screen 1: Next to Flea Market

Timings
12:00pm - 1.00pm
1.00pm - 2.00pm
2.00pm - 3.00pm
3.00pm - 4.00pm
4.00pm - 5.00pm

Screen 2: Food Court

Timings
7.00pm - 8.00pm
8.00pm - 9.00pm
9.00pm - 10.00pm
10.00pm - 11.00pm
11.00pm - 12.00am

Branding Options

What you can show

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

Format

- Cinema slides
- Television commercials
- Product or corporate videos



What you can do

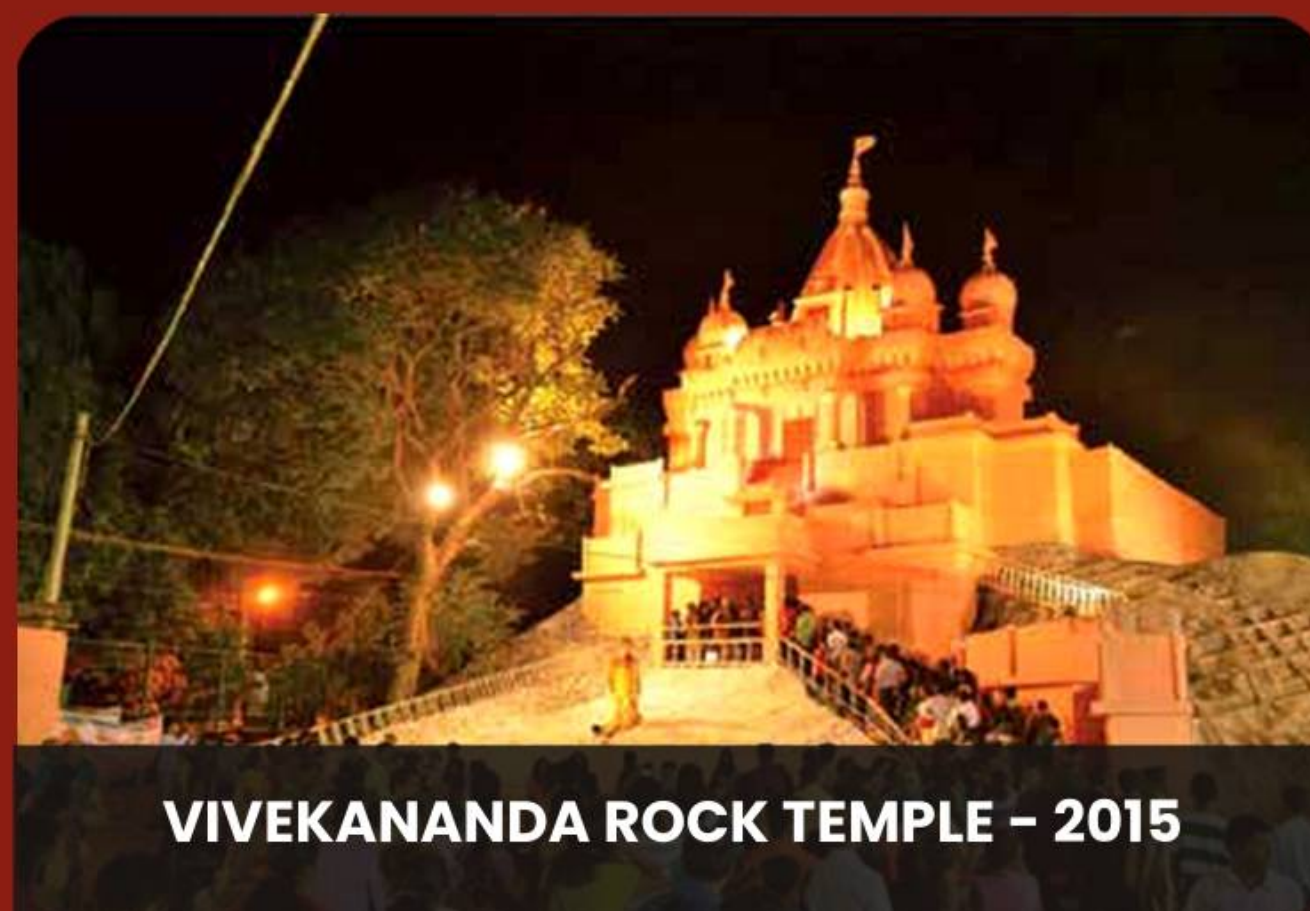
- Invite your customers to a demo or presentation in our digital pavilion
- Take your customers for a tour around the premises for a unique experience
- Offer them a sumptuous lunch in our community feast area or special snacks from the variety of stalls in our Food Court



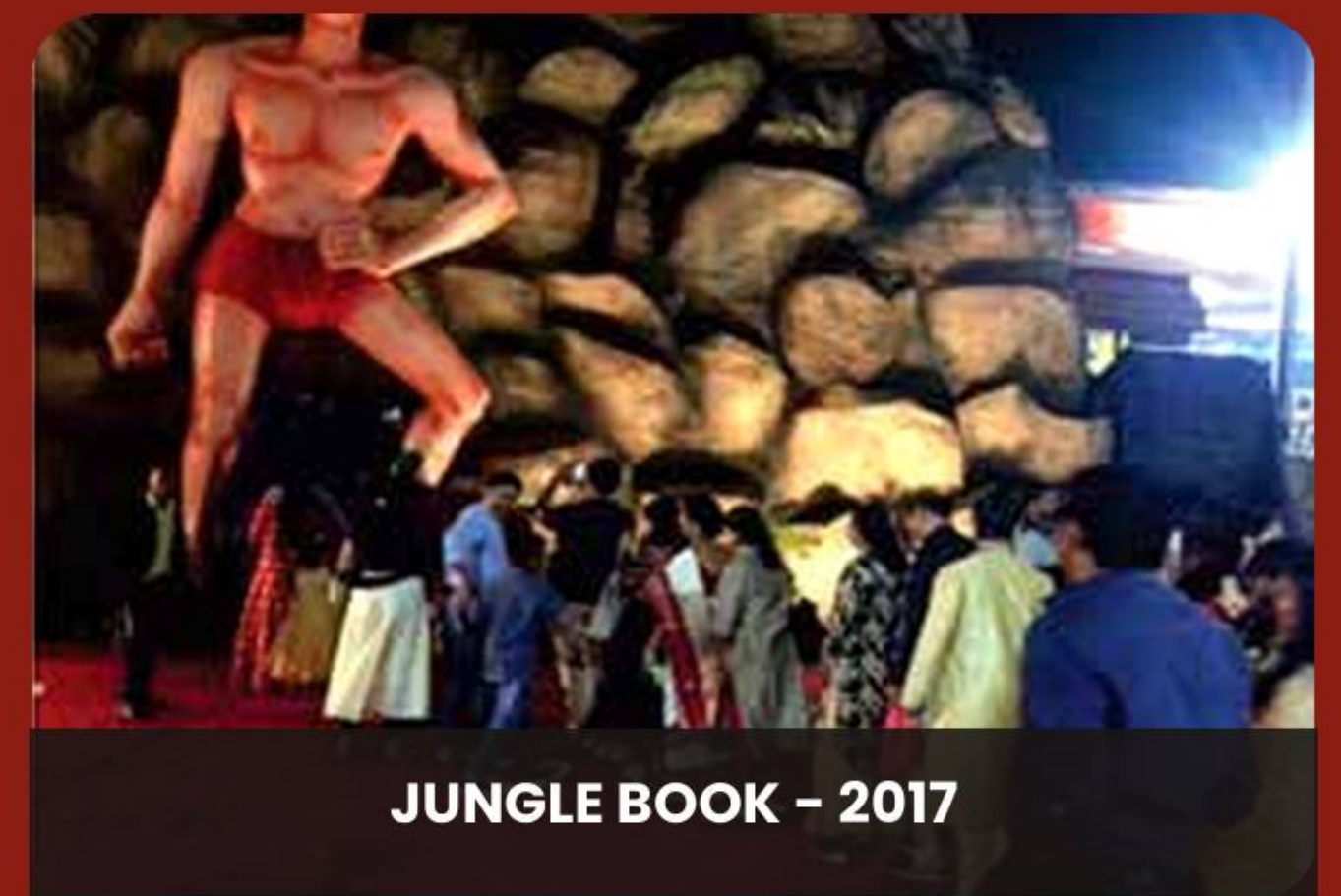
JCA Durga Puja themes over the years - huge crowd pullers!



EGYPTIAN PYRAMID – 2014



VIVEKANANDA ROCK TEMPLE – 2015



JUNGLE BOOK – 2017



EXTRATERRESTRIAL INTELLIGENT BEINGS – 2018



AANTARIK – 2024



LOST CHILDHOOD – 2025

Jayamahal Cultural Association

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[Reg. No. 280/2000-2001]

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