



Sponsorship Proposal

Aamra Prabashi Durgotsav 2025

About Aamra Prabashi



OUR GENESIS

- Formed in 2000 by 14 Bengali families residing in Hiranandani Estate Thane
- The sole objective of forming this socio-cultural association was to preserve the rich cultural heritage of Bengal, while creating a tangible impact on local communities.
- Aamra Prabashi today enjoys the patronage of members of all communities in and around Hiranandani Estate

OUR OBJECTIVES

Reputation – We want to build a community that is knitted together with the **shared values of 'Bengalism'** and aspires to **build a home away from its roots.**

Citizenship – Our future will be defined by our thrust on community values focused on **creating shared experiences, inclusive growth for people and the environment** and our commitment to build a strong legacy.

Community branding – With a young demographic and a rapidly growing domicile population, we want to be the **community of choice for Bengalis settled in Thane**

WHAT WE STAND FOR

Our purpose:

To build the largest integrated diaspora of Bengalis with a shared mission to make a difference

Our values:

- Deeply entrenched with Bengali ethos
- Focus on sustainable community development
- Fostering cohesiveness by bringing people together

The Location Advantage – Hiranandani Estate

- Upmarket condominium-style township in Mumbai Metropolitan Region
- Over 7000+ families in more than 150 buildings and growing
- Cosmopolitan culture and population demography representing all states and cultures of India
- All Income groups – ideal for targeting customers across budget spectrum
- Home of Corporate Offices of top organizations like TCS, Bayer, IDFC, ICICI as well as many start-ups and coworking space like Weworks
- Ample space for large displays and hands-on product demonstrations

Our Social Interventions And Advocacy



DISASTER RESPONSE

Bhuj Earthquake (2001)

- *Relief Material for victims*

Uttarakhand Floods (2013)

- *Relief Material for victims*

Maharashtra Drought (2016)

- *Donation to Chief Minister Relief Fund*

COVID Pandemic (2020-21)

- *Food-aid to stranded migrant workers*
- *Medical Equipment to frontline healthcare professionals*
- *Food and supplies to Thane Civil Hospital*



SUPPORT FOR THE UNDERPRIVILEGED



Pranab Kanya Sangha

- *Donations to Orphanage for destitute girls*



Bharat Sevashram Sangha

- *Donations to support Cancer treatment for the underprivileged*



CRY

- *Donations towards Children's Rights*



Robin Hood Army

- *Donation of Surplus Food*



Mumbai Mobile Creche

- *Education supplies at start of term to children of construction workers*



HEALTHCARE SUPPORT



Tata Memorial Hospital

- *Blood Donation Camps*



Samarth Bharat Vyaspeeth

- *Distribution of Sanitary Pads to Girl students of Signal Shala and Rag-collector Women at Dry Waste Management Site*



Thane Mental Hospital

- *Footwear for patients*

Thane Municipal Corporation (TMC)

- *Donation of Wheelchairs at Thane Civil Hospital*

Mental Health Management

- *Expert led sessions on Stress Management*

Our Corporate Partnerships



Celebrity Engagements in the Past



Sudesh Bhosle



Abhijeet Sawant



Rupankar Bagchi



Babul Supriyo



Kavita Krishnamurthy



Sadhana Sargam



Lopamudra Mitra



Mahalakshmi Iyer



Amit Kumar



Mitali Singh

Our Impact



41.01

Lakhs

Ad Value
Evaluation

1.23 Cr

PR Value
Evaluation

48.3

Million

Readership
and
Online reach

20+

Coverage in Times of India, NDTV,
The Hindu, MidDay, Indian Express,
HT, Times Travel amongst others

50+

Instagram & Facebook Stories,
Posts, live streams and reels
during the five days of Pujo

72.6K+

Engagements on Instagram
& Facebook each day during
the five days of Pujo

500%

Increase in social
media reach during
the five days of Pujo

3X

Media Reach

Coverage Snapshots- News



Go pandal hopping

Thane's Aamra Prabashi celebrates one of the largest Durgotsav. Along with pujo fare, bhog prasad will be offered to attendees from October 21 to October 23.

October 19 to October 24
Hiranandani Estate, New Horizon School ground, Rodas, Thane West. [SEE MAP](#)
@aamraprabashithane

This 24-year-old Durga Puja in Mumbai recreates Kedarnath Temple this year

The Durgotsav, held in Hiranandani Estate, Thane, is the most popular Durga Puja of Western Mumbai and Thane, lasting with a legacy of 24 years.



Aamra Prabashi is all set to recreate the iconic Kedarnath Temple, renowned for Durgotsav 2024 at Hiranandani Estate, Thane. This year marks the 24th year of the socio-cultural event, an occasion for the community's spiritual expression and a large-scale celebration and festive fervor, making it a must-visit location during the festive season.

Durga Puja will be celebrated from October 19 to October 24, and the ground will cover an impressive 1,60,000 sq ft, in the heart of Thane's largest residential, Hiranandani Estate, making it the largest Durga Puja in the city.

The year's theme, 'Kedarnath Temple', is a nod to the Kedarnath Temple in Garwhal, Uttarakhand, which holds profound significance as one of the twelve Jyotirlingas, considered the holiest shrine dedicated to Lord Shiva. Kedarnath is the first of the Panch Kedar temples, a group of five shrines dedicated to different parts of Shiva's body.

As the legend goes, the Pandavas sought to atone for their sins after the Kurukshetra war and sought Lord Shiva. The Mahadev was in no mood to forgive them and hid in the form of a bull at Garhwal. The Pandavas followed him there, and he disappeared into the earth, with only his horns being visible above the ground. The Pandavas then built the Kedarnath Temple at that spot. Over the years, the temple has become a revered sacred shrine, with many pilgrims visiting to atone for their sins and seek Shiva's blessings.

Durga Puja food festival in Thane

Aamra Prabashi Durgotsav committee is curating a host of Bengali food menu during the Durga Puja festivities

Updated: October 17, 2023 01:44 pm | [Web Desk](#) | October 17, 2023 12:44 pm | 87

Venue: Hiranandani Estate, New Horizon School ground, Rodas, Thane. [SEE MAP](#) Time & Date: Oct 19, 2023, 07:00 pm - Oct 23, 2023, 11:00 pm

Like every year, the Aamra Prabashi Durgotsav committee is organising food festival for Mumbaiers who love Bengali cuisine and for those who miss home during puja. The food stalls will serve quintessential vegetarian and non-vegetarian Bengali dishes such as, *radhabolitoht-tur dom* (baby potatoes in a creamy tomato gravy), *motorshtur kochur* (puft pastries stuffed with green peas), *mechar chup* (tender banana flower), *channar dalua* (cottage cheese *kachas* in a tomato based light gravy), fish fry, curries of every kind (chicken, mutton, fish, prawn, crab), *kathi rolls*, biryani, momo, chowmein, kebabs, *fishi* with *kosha mangsho* (roasted mutton), *hilsh macher puturi* (steamed hilsa fish in mustard sauce), *daab chingri* (tiger prawns with tender coconut) and much more. Try authentic Bengali sweets such as *sandesh* and *rasgulla* for a sweet finish.

Go pandal-hopping to these 8 Durga Puja Pandal in Mumbai

Who says grand Navratri celebrations are limited to Kolkata? These 8 pandals in Mumbai will prove that the love for Navratri is still alive to make the Durga puja celebration as glorious as possible.

Durgotsav
Oct 19 to Oct 23, 2023
Hiranandani Estate, New Horizon School ground, Rodas, Thane



Kedarnath temple replica recreated at Aamra Prabashi Durgotsav 2024 in Thane

The Aamra Prabashi Durgotsav 2024 in Thane brings a special touch to this year's celebrations with a stunning replica of the Kedarnath Temple. The detailed recreation offers devotees a spiritual experience while honouring both Durga Puja and the sacred shrine. Read here for more details.

Aamra Prabashi Durgotsav in Thane features Kedarnath Temple theme

short by Cutty Tulas / 08:31 pm on Thursday 10 October 2024

Aamra Prabashi Durgotsav is the largest Durga Puja in Thane, held in the scenic Hiranandani Estate, spanning across 1,60,000 sq ft. This year, Aamra Prabashi has chosen a stunning theme inspired by the iconic Kedarnath Temple. The festival also features an extravagant food event offering Bhog Khichuri, Kosha Mangsho, Daab Chingri, and more.



Mulund's Bengal Institute of Art and Culture had a large Pujo in Vaishali Nagar. Subal Kumar Saha, general secretary, said, "We had bhog prasad distribution by self service system. There were stalls selling various items apart from dhunuchi dance, cultural programmes and aarti."

Vashi Cultural Association (VCA) held its 20th Durgotsav in an 80,000 sq ft ground at Sector 15. "We created a grand temple adorned with theme paintings which are drawn on village mats ('madur') made of straw and inspired by the Ramayan," said Tapas Mukherjee, general secretary. In Thane, the Kedarnath Temple replica at the Aamra Prabashi Durgotsav in Hiranandani Estate became a source of awe and amazement, said Mrinal Saha, joint secretary. Spread over 1.6 lakh sq ft, the expansive Pujo featured bhog prasad, food stalls, cultural shows and artefacts and handicrafts.

Navratra closes with Shastra Puja, Ravan Dahan

Navratra, the Hindu festival celebrating the birth of Goddess Durga, concluded today with a grand Shastra Puja and Ravan Dahan ceremony at the Aamra Prabashi Durgotsav ground in Hiranandani Estate, Thane.

The Shastra Puja, a sacred ritual performed by a priest, involved the recitation of mantras and the offering of a special puja to the goddess. This was followed by the Ravan Dahan, where a large effigy of the demon Ravana was set on fire, symbolizing the victory of good over evil.

The festival, which has been celebrated for over 24 years, is the largest Durga Puja in Thane. It is held in the scenic Hiranandani Estate, which spans across 1,60,000 sq ft. This year, the festival has a special theme inspired by the Kedarnath Temple in Garhwal, Uttarakhand.

The Aamra Prabashi Durgotsav committee has organized a variety of activities for the festival, including a food festival, a cultural program, and a bhog prasad distribution. The food festival will feature a variety of Bengali dishes, including *radhabolitoht-tur dom*, *motorshtur kochur*, *channar dalua*, *fishi*, *mechar chup*, *kathi rolls*, *biryani*, *momo*, *chowmein*, *kebabs*, *fishi* with *kosha mangsho*, *hilsh macher puturi*, *daab chingri*, and *sandesh*.

The cultural program will feature a variety of performances, including a dance performance by the Vashi Cultural Association, a musical performance by the Mulund Bengal Institute of Art and Culture, and a theatrical performance by the Aamra Prabashi Durgotsav committee.

The bhog prasad distribution will be held on October 23, from 7:00 pm to 11:00 pm. The bhog prasad will be distributed to all the devotees who attend the festival.

Bail granted to arrested man

A man arrested for allegedly stealing a car from the Aamra Prabashi Durgotsav ground in Hiranandani Estate, Thane, has been granted bail by the court.

The man, who is a resident of the area, was arrested on October 19, 2023, after the police received a complaint that a car had been stolen from the Durgotsav ground. The car was found in the possession of the man, and he was charged with theft.

The court, after hearing the arguments of the defense, granted bail to the man, subject to the condition that he must appear in court on the next date.



Coverage Snapshots- Social Media



pretty.littleblog the essence of durga pujo at amra probashi, hiranandani estate ❤️🙏🏻 the beautifully crafted pandal this year has a kedarnath temple theme, a widespread collection of handicrafts and a little something for everyone! swipe to check out some glimpses from this space, their delicious maa er bhog with payesh and some pujo moments ✨

thank you so much @aamraprabashithane for having me over! it was indeed beautiful ❤️

📍 Amra Probashi, Hiranandani Estate • @aamraprabashithane
Outfit: @amrapaliboutique ✨

Edited • 35 w



j4jishun A wonderful afternoon spent with the members of @aamraprabashithane

thanks for all the wonderful arrangement and excellent hospitality offered to me on my visit .

#durgapuja #thane



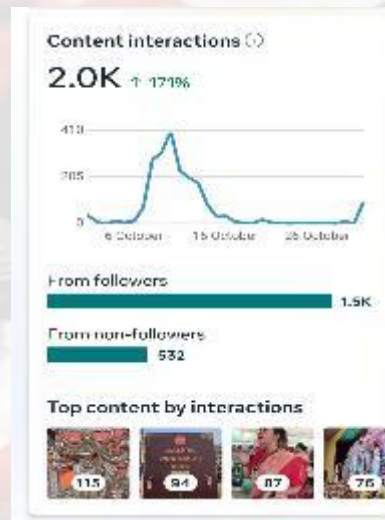
Then we went stall hopping where we found lots of shopping options! From sarees to handmade jewellery!



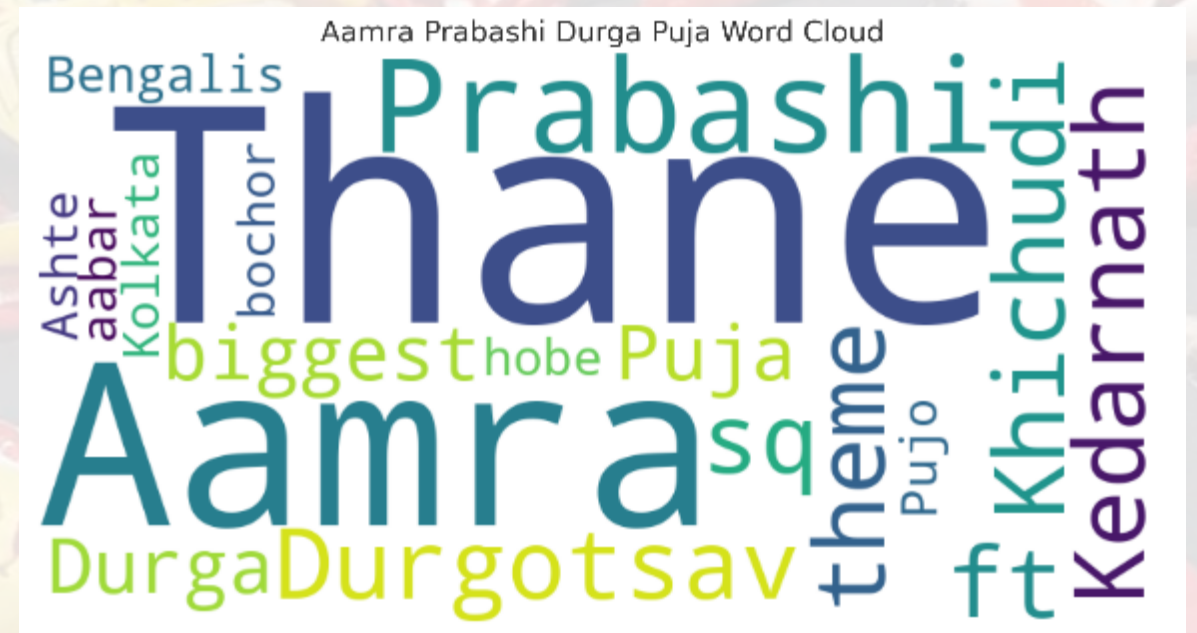
Yesterday Saptami evening I had a great time at @aamraprabashithane Durgotsav in

📍 HIRANANDANI ESTATE MUMBAI THANE

Our Digital Presence



Digital Chatter Around Our Pujo



What To Expect At Durgotsav 2025



Aamra Prabashi Durgotsav – Scale And Quantum

- Dates : 27th September to 2nd October
- Location: TMC Ground, besides Rhodas and New Horizon School
- Biggest Durgotsav in Thane City with a legacy of 20+ yrs
- Attended by 5000+ families and corporates living / working in Hiranandani Estate
- Partnerships with leading Corporates and Brands
- Donations made to different social causes during Durgotsav in Cash and Kind

14K+

Sq Mts

Ground Area

50K+

Avg. Total Footfalls

4K+

Plates

Avg. Daily Bhog Prasad

70+

Stalls/Kiosks

Activities Planned For Durgotsav 2025



Five Day Pujo festivities.



Exhibition Stalls showcasing wide choice of Products and Goods from all over the country



Variety of cultural programs by celebrity performers and internal artistes



Free Community Lunch to all devotees for 3 days



Theme-based Pujo Venue





Get Ready to Groove! 🎤 ✨

**Featuring the One and Only...
USHA UTHUP!**

****She's bringing the "Kolkata
Calling" to our stage!****

1st October 2025

9:30 pm onwards

Proposed Durgotsav 2025 Layout







BRANDING SPOTS

- 1** STALLS/KIOSKS/OPEN DISPLAY SPOTS
- 2** CULTURAL STAGE & BHOG AREA
- 3** PUJA MANDAP
- 4** LED SCREEN
- 5** TOWER BANNERS
- 6** GATE
(Additional Gate Branding possible along the route from Hiranandani Main gate to Venue)




Various Advertising Options



	<p>Cultural & Bhog Arena Side wall Top Banner Tentative Size: 15 ft (w) x 2.5 ft (h) Units Available: 10 Price: INR 30,000</p>
	<p>Light Tower Facia Branding Location: Across the ground Tentative Size: 12 ft (w) x 4 ft (h) Units Available: 12 Price: INR 30,000</p>
	<p>Cultural Stage Top Banner Tentative Size: 38 ft (w) x 3 ft (h) Units Available: 1 Price: INR 200,000</p>
	<p>Entry & Exit Gate (back & front facia) Tentative Size: will be confirmed Units Available: 2 Price: INR 200,000</p>

Various Advertising Options



	<p>Video Wall near the Pooja Mandap Tentative Size: 10 ft (w) x 10 ft (h) Units Available: 1 Price: INR 30,000 for a 30 sec video to be played in a loop of 15-20 mins throughout the day</p>
	<p>Special Open Kiosk Location: At the center of the ground Tentative Size: 15 ft (w) x 15 ft (h) Units Available: 1 Price: INR 150,000</p>
	<p>Special Lounge near Pooja Mandap Tentative Size: 18 ft (w) x 18 ft (h) Units Available: 1 Price: INR 200,000</p>
	<p>Corporate Stall Tentative Size: 10 ft (w) x 10 ft (h) Units Available: 5 Price: INR 35,000</p>

Snapshots





For Customizations, contact -
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