



Sharodotsav '25

28th September to 2nd October 2025

47th
শারদীয়
দুর্গোৎসব

Sharodotsav Venue:

Mantra Garden, No. 5, Nandanam Extension,
First Main Road, Chennai, Tamil Nadu, 600035



South Madras Cultural Association (SMCA)
&
SMCA Charitable Trust



Where Culture Meets Charity

SOUTH MADRAS CULTURAL ASSOCIATION (SMCA)

Flat No. 1B, New Little Castle, No.7, 28th Cross Street, Indira Nagar, Chennai 600 020.

8013380181

contact@smcachennai.in

044-24451395

www.smcachennai.in



“The secret of religion lies not in theories but in practice. To be good and do good - that is the whole of religion”

- Swami Vivekananda

Dear Patron,

We at SMCA, take immense pride and delight to present the 47th Annual Autumn Festival "Sharodotsav" from 28th September to 2nd October, 2025. SMCA is a body registered under the Tamil Nadu Societies Registration Act, 1975. While we inaugurate the Annual Autumn festival by heralding the Goddess of Shakti - Maa Durga, we add to the grandeur with gala events like musical nights, stage performances of renowned artists and members, food fest, various contests, lucky draw and many more, over a period of 5 days. This mega event gives space for branding your product/ organisation, which will be visible to a large gathering from various strata of society and a souvenir that is read by 3000+ patrons, as experienced over the years.

Apart from the festivities which is intermittent, we stay relevant throughout the year with our charitable initiatives under SMCA CHARITABLE TRUST, registered as a Public Charitable Trust, truly imbibing the quote above by Swami Vivekananda. Over four decades our trust has been offering support to individuals and organizations in the areas of - Annadanam, Education, Health and Environment. It has been involved in the enhancement of socio-economic living conditions of the marginalized population of the society.

The Sharodotsav at SMCA brings together people from all walks of life, cultures, communities and states, into a bond of friendship and goodwill, thereby instilling the spirit of harmony and humanity. We also serve free food on 3 days - Saptami, Ashtami and Navami, to almost 10000 people.

Book your Advertisement Space:

We earnestly request your valued patronage and support by booking advertisement spaces in the Souvenir and other forms such as - banners, danglers, audio visual, sponsoring an event etc. This event also coincides with our annual fundraising initiative for the Charitable Trust and other social activities of SMCA. Any donation you make in the name of SMCA CHARITABLE TRUST, will qualify for tax exemption under section 80G. Details of various advertisement tariffs, donations and sponsorships are enclosed herewith. We request you to make the publicity artwork along with the remittances, available to us by, **10th September, 2025.**

Sandip Kumar Dey
Secretary

Kaushik Ganguly
President

SOUVENIR ADVERTISEMENT

Souvenir Advertisement	(1/4 Double Crown)	Basic Price (Rs.)
BACK COVER (COLOUR)	205x155mm	45,000/-
BACK INNER COVER (COLOUR)	205x150mm	40,000/-
FRONT INNER COVER (COLOUR)	205x150mm	40,000/-
INSIDE FULL PAGE (COLOUR)	205x155mm	30,000/-
INSIDE HALF PAGE (COLOUR)	100x155mm	15,000/-
		+18%GST

PROGRAMME SPONSORSHIP

SPONSORSHIP	Basic Price (Rs.)
CULTURAL PROGRAMME (ALL 5 DAYS)	2,00,000/-
CULTURAL PROGRAMME (EACH ITEM)	30,000/-
QUIZ PROGRAMME	25,000/-
DRAWING AND RANGOLI COMPETITION	20,000/-
FANCY DRESS COMPETITION	20,000/-
LITERARY COMPETITION	20,000/-

STALL RATES

STALL RATES (all 5 days)	Basic Price (Rs.)
CORPORATE STALL (8'X6') & (4'X6')	35,000/- & 20,000/-
NON-COOKING STALL (8'X6') & (4'X6')	30,000/- & 20,000/-
COOKING STALL - PREMIUM SPACE & NORMAL SPACE (8'X6')	50,000/- & 40,000/-
COOKING STALL - NORMAL SPACE (4'X6')	25,000/-

ADVERTISING AT VENUE

Diamond Sponsor - 7.5 Lakhs

- AUDITORIUM SIDE PANELS AND WALLS
- 10 STANDEES IN PANDAL
- SIDE WALLS OF MAIN ENTRANCE GATE

Gold Sponsor - 6 Lakhs

- 2 GATES - MAIN AND SIDE
- AUDIO VISUAL DISPLAY (10-15 sec)(15-20 reps/day)

Silver sponsor - 4 Lakhs

- 1-INSIDE GATE
- IDOL PERIPHERY - 2 SIDES

AUDIO VISUAL DISPLAY (10-15 sec)(15-20 reps/day)	60,000/-
BANNER DISPLAY (ALL 5 DAYS)(10' X 8') & (5' X 4')	50,000/- & 30,000/-
MAIN GATE & SIDE GATE	3,00,000/- & 2,00,000/-
SPECIAL INSIDE GATE & INSIDE GATE	2,00,000/- & 1,00,000/-

SPONSOR PUJA/PUJA ITEMS

IDOL MAKING	1,00,000/-
PANDAL DECORATION	5,00,000/-
VASTRAS FOR IDOLS	40,000/-
PUJA PER DAY • MAHA SAPTAMI • MAHA ASHTAMI • MAHANAVAMI • VIJAYADASHAMI • SANDHIPUJA • SARASWATI PUJA • LAKSHMI PUJA • KALI PUJA	50,000/-
PUJA OFFERINGS (EACH DAY)	40,000/-
BHOG (EACH DAY)	75,000/-



To,
The Secretary

South Madras Cultural Association

Flat No. 1B, New Little Castle, No.7, 28th Cross Street, Indira Nagar,
Chennai-600 020,

Dear Sir,

We are happy to make our contributions for SMCA Sharodotsav 2025. We would like to:

	Specify Details
<input type="checkbox"/> Book Advt. Space in Souvenir	
<input type="checkbox"/> Book Stall Space	
<input type="checkbox"/> Book Advertisement Space at Venue	
<input type="checkbox"/> Be a Diamond/Gold/Silver Sponsor	
<input type="checkbox"/> Sponsor cultural programme(s)	
<input type="checkbox"/> Sponsor Puja/Puja Items	

We are hereby remitting an amount of Rs. _____ (In words _____) by Cheque/DD/NEFT/QR Code/UPI.

Please note:

Cheque No. / DD No. / Transaction ID: _____ Date _____

We are sending the artwork by:

- PEN DRIVE by Courier/Post/In-person _____ (Details)
- EMAIL _____ (Email ID)
- GOOGLE DRIVE _____ (Email ID)



BANK DETAILS FOR ONLINE TRANSFER:

SOUTH MADRAS CULTURAL ASSOCIATION

Indian Overseas Bank,

BESANT NAGAR BRANCH, CHENNAI-600090

A/C NO. : 0258 0100 0011 089

IFSC CODE : IOBA0000258

GSTIN: 33AAATS1148R2Z5

UPI ID: 8013380181@IOB



SMCA CHARITABLE TRUST (DONATION IS TAX EXEMPTED UNDER 80G)

Indian Overseas Bank,

BESANT NAGAR BRANCH, CHENNAI-600090

A/C NO. : 0258 0100 0013 864

IFSC CODE : IOBA0000258

UPI ID: SMCATRUST@IOB



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📠 044-24451395

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