



# Sharodotsav '26

16<sup>th</sup> October to 21<sup>st</sup> October 2026

48<sup>th</sup>  
శారదోత్సవ  
దూగోత్సవ

## 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



“Religion is the manifestation of the Divinity already in man”  
- **Swami Vivekananda**

**Dear Patron,**

SMCA is pleased to invite your esteemed organization to partner with us for the 48<sup>th</sup> Annual Sharodotsav, to be held from 16<sup>th</sup> to 21<sup>st</sup> October 2026. Registered under the Tamil Nadu Societies Registration Act, 1975, SMCA has been fostering culture, community, and social service for nearly five decades.

In our 48th Sharodotsav, we bring the timeless grandeur of Bengal's Durga Puja to Chennai, creating a vibrant celebration of culture, tradition, and community. Over the years, it has grown into a landmark event that unites thousands of visitors, offering an exceptional platform for meaningful community engagement and brand visibility.

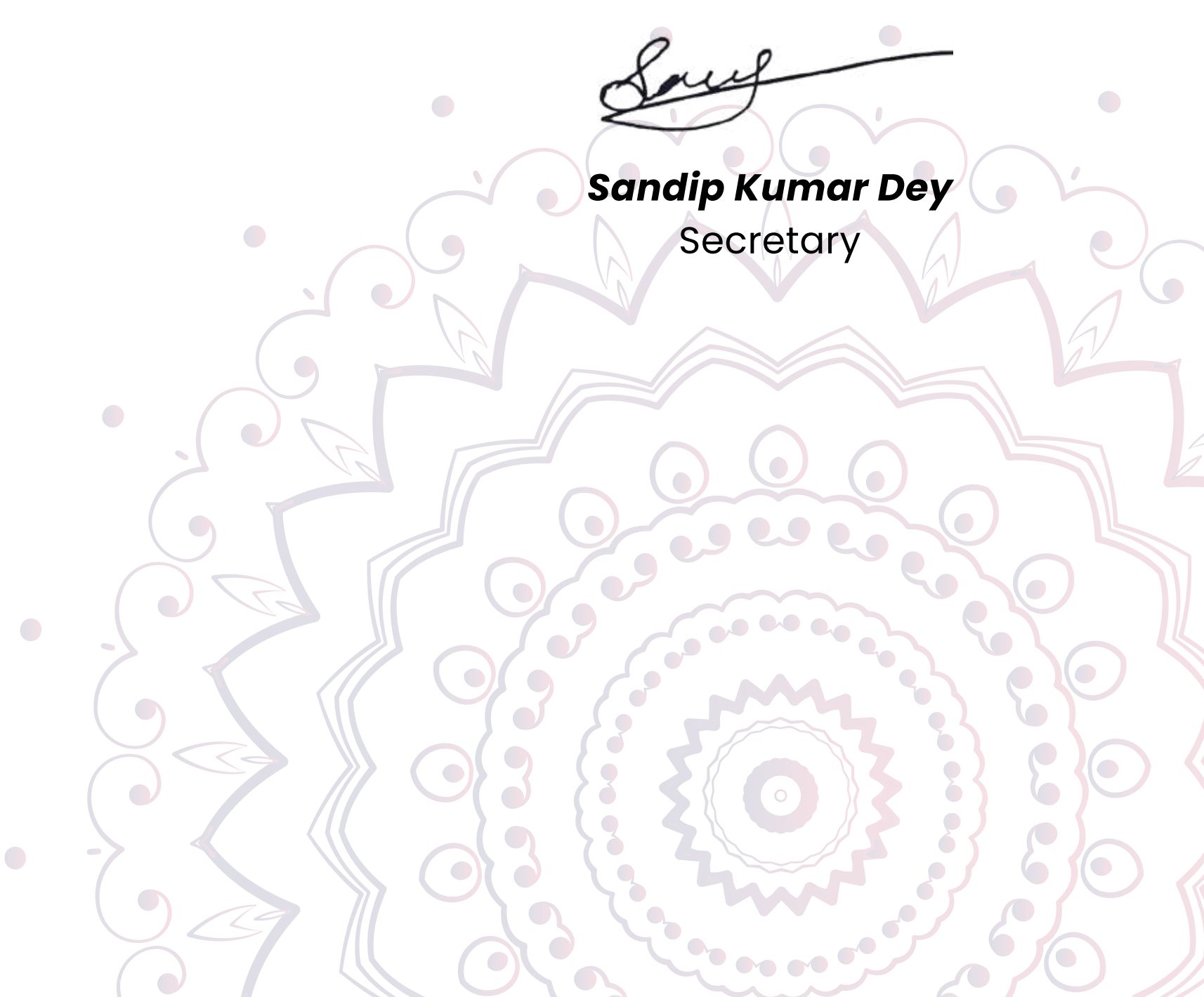
Beyond the festival, the SMCA Charitable Trust has, for over 40 years, supported initiatives in education, healthcare, Annadanam, and environmental sustainability. During Sharodotsav, we serve free meals to nearly 10,000 devotees over three days.

We invite you to support this celebration through souvenir advertisements, event sponsorships, branding opportunities, or donations. Contributions to the SMCA Charitable Trust are eligible 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, **15<sup>th</sup> September, 2026**.

We look forward to partnering with your organization in celebrating our shared commitment to culture, community, and social impact.

**Prodyot Bowmick**  
President

**Sandip Kumar Dey**  
Secretary



SOUVENIR ADVERTISEMENT

| SOUVENIR ADVERTISEMENT     | (1/4 Double Crown) | Basic Price (Rs.) |
|----------------------------|--------------------|-------------------|
| BACK COVER (COLOUR)        | 205x155mm          | 50,000/-          |
| BACK INNER COVER (COLOUR)  | 205x150mm          | 45,000/-          |
| FRONT INNER COVER (COLOUR) | 205x150mm          | 45,000/-          |
| INSIDE FULL PAGE (COLOUR)  | 205x155mm          | 35,000/-          |
| INSIDE HALF PAGE (COLOUR)  | 100x155mm          | 20,000/-          |
| GST AS APPLICABLE          |                    |                   |

PROGRAMME SPONSORSHIP

| SPONSORSHIP                     | Basic Price (Rs.) |
|---------------------------------|-------------------|
| CULTURAL PROGRAMME (ALL 6 DAYS) | 2,20,000/-        |
| CULTURAL PROGRAMME (EACH ITEM)  | 35,000/-          |
| QUIZ PROGRAMME                  | 30,000/-          |
| DRAWING AND RANGOLI COMPETITION | 25,000/-          |
| FANCY DRESS COMPETITION         | 25,000/-          |
| LITERARY COMPETITION            | 25,000/-          |
| GST AS APPLICABLE               |                   |

STALL RATES

| STALL RATES (All 6 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/-            |
| GST AS APPLICABLE                                    |                     |

ADVERTISING AT VENUE

|                                                                                                                                                                                          |                                                                                                                                                                  |                                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| <b>Diamond Sponsor - 8 Lakhs</b> <ul style="list-style-type: none"><li>AUDITORIUM SIDE PANELS AND WALLS</li><li>10 STANDEES IN PANDAL</li><li>SIDE WALLS OF MAIN ENTRANCE GATE</li></ul> | <b>Gold Sponsor - 6.5 Lakhs</b> <ul style="list-style-type: none"><li>2 GATES - MAIN AND SIDE</li><li>AUDIO VISUAL DISPLAY (10-15 sec)(15-20 reps/day)</li></ul> | <b>Silver sponsor - 4.5 Lakhs</b> <ul style="list-style-type: none"><li>1-INSIDE GATE</li><li>IDOL PERIPHERY - 2 SIDES</li></ul> |
| DISPLAY AND EXHIBIT (CAR, BIKE OR ANY OTHER PRODUCT)                                                                                                                                     |                                                                                                                                                                  |                                                                                                                                  |
| Upto 1,00,000/-                                                                                                                                                                          |                                                                                                                                                                  |                                                                                                                                  |
| AUDIO VISUAL DISPLAY (10-15 SEC)(15-20 REPS/DAY)                                                                                                                                         |                                                                                                                                                                  |                                                                                                                                  |
| 70,000/-                                                                                                                                                                                 |                                                                                                                                                                  |                                                                                                                                  |
| BANNER DISPLAY (ALL 5 DAYS)(10’ X 8’) & (5’ X 4’)                                                                                                                                        |                                                                                                                                                                  |                                                                                                                                  |
| 60,000/- & 40,000/-                                                                                                                                                                      |                                                                                                                                                                  |                                                                                                                                  |
| MAIN GATE & SIDE GATE                                                                                                                                                                    |                                                                                                                                                                  |                                                                                                                                  |
| 3,50,000/- & 2,50,000/-                                                                                                                                                                  |                                                                                                                                                                  |                                                                                                                                  |
| SPECIAL INSIDE GATE & INSIDE GATE                                                                                                                                                        |                                                                                                                                                                  |                                                                                                                                  |
| 2,50,000/- & 1,50,000/-                                                                                                                                                                  |                                                                                                                                                                  |                                                                                                                                  |
| GST AS APPLICABLE                                                                                                                                                                        |                                                                                                                                                                  |                                                                                                                                  |

SPONSOR PUJA/PUJA ITEMS

|                                                                                                                                  |            |
|----------------------------------------------------------------------------------------------------------------------------------|------------|
| IDOL MAKING                                                                                                                      | 1,50,000/- |
| PANDAL DECORATION                                                                                                                | 5,50,000/- |
| VASTRAS FOR IDOLS                                                                                                                | 50,000/-   |
| PUJA PER DAY • MAHA SAPTAMI • MAHA ASHTAMI • MAHANAVAMI • VIJAYADASHAMI • SANDHIPUJA • SARASWATI PUJA • LAKSHMI PUJA • KALI PUJA | 60,000/-   |
| PUJA OFFERINGS ( EACH DAY)                                                                                                       | 50,000/-   |
| BHOG ( EACH DAY)                                                                                                                 | 85,000/-   |
| GST AS APPLICABLE                                                                                                                |            |



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 2026. 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



