



Sharodotsav '26

15th October to 21st October 2026

48th
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 48th Annual Sharodotsav, to be held from 16th to 21st 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.

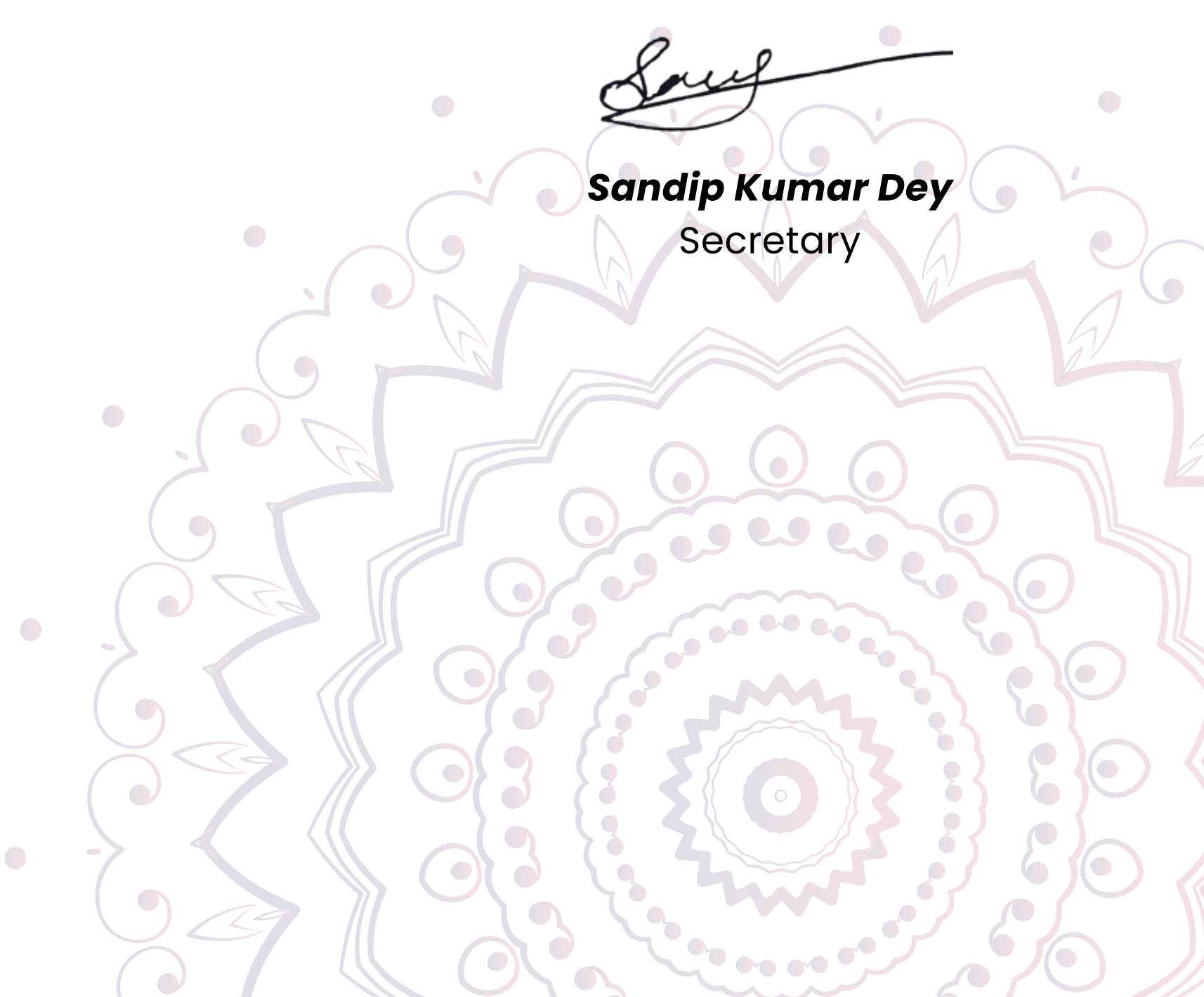
Beyond the festival, the SMCA Charitable Trust has, for over 40 years, supported initiatives in education, healthcare, Annadanam, and environmental sustainability. During Sharodotsav, we serve free meals to nearly 10,000 devotees over three days.

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, **15th 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

Diamond Sponsor - 8 Lakhs - AUDITORIUM SIDE PANELS AND WALLS 10 STANDEES IN PANDAL - SIDE WALLS OF MAIN ENTRANCE GATE	Gold Sponsor - 6.5 Lakhs 2 GATES - MAIN AND SIDE - AUDIO VISUAL DISPLAY (10-15 sec)(15-20 reps/day)	Silver sponsor - 4.5 Lakhs 1-INSIDE GATE - IDOL PERIPHERY - 2 SIDES
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
☐ Book Advt. Space in Souvenir	
☐ Book Stall Space	
☐ Book Advertisement Space at Venue	
☐ Be a Diamond/Gold/Silver Sponsor	
☐ Sponsor cultural programme(s)	
☐ 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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