



India's Most Celebrated **Radio-Led** Navratri Property

PROPERTY OVERVIEW

4 CITY CELEBRATION

AHMEDABAD, CHANDIGARH, INDORE & RADIPUR come together to celebrate Navratri through MY FM's biggest festive property.

MULTIPLE DAY FORMAT

Ahmedabad hosts a grand 9-day celebration while the remaining cities celebrate through 2–3 days of premium Garba Nights.

FAMILY ENTERTAINMENT DESTINATION

Music, dance, food, shopping and cultural performances create an unforgettable festive experience for every visitor.



CITY WISE EVENT CALENDAR

Cities	Days
Ahmedabad	9 days
Indore	3 days
Raipur	3 days
Chandigarh	2 days





WHY MY FM GARBA NIGHTS?

City's Biggest Festive Property

A trusted MY FM IP that has become synonymous with premium Navratri celebrations.

Community Celebration

Families, youth, corporates and cultural enthusiasts participate together.

Brand Engagement Platform

An ideal platform for multiple brands to interact directly with consumers.





Ahmedabad

hosts the longest
9 days Garba celebration





ACTIVITY GLIMPSES



OVER 70000+ FOOTFALL

MY FM Garba Nights rose & shone to houseful nights with Stage VFX, fireworks show.

Maha Aarti were icing on the cake engrossing the attending Garba enthusiasts to lifelong memories.

Garnered **over a million** interactions on social media and visited **50 RWAs** across ASR under MY FM Setting Pot Activity





INDORE

RETRO GARBA – Season 12

Event by MY FM & Vanya's Dance Academy



Electrifying 3 day cultural extravaganza, coming up with the 12th season hosted by Retro events and MY FM.

Date : 16th – 18th Oct

Venue : Waterlily, Bypass



10,000+ Footfalls

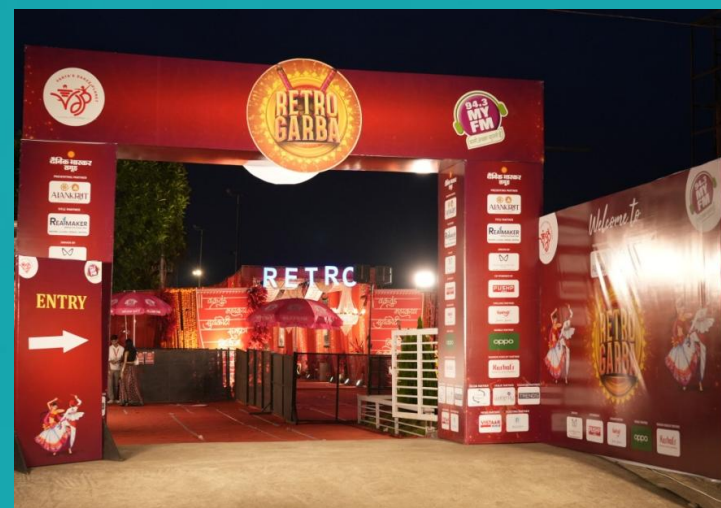
One Massive Celebration of
Togetherness



OUR ESTEEMED PARTNERS



PAST GLIMPSES





RAMPUR



MY FM presents Family Garba Night
SEASON 5



CELEBRATE THE SPIRIT OF NAVRATRI

- **3 Days of Society Activation & 3 Days of Garbha Night**
- Famous **TV celebrity**
- Daily Engagement with MY FM RJs across high end societies during 3 days of Navratri
8-10 Premium societies will be visited by MY FM RJs
- Exciting engagement programs and gratifications



PAST GLIMPSES



PAST GLIMPSES



Chandigarh

GARBA FUSION 3.0

MY
FM
चलो अच्छा सुनते हैं





GARBA FUSION 3.0

TRICITY'S BIGGEST GARBA CELEBRATION

Presented by HLP Galleria | Curated by MY FM

Perfect family destination for Family Celebration

OUR JOURNEY

SEASON 1

DJ AKEEL, BANG DUDES

The beginning of a tradition

SEASON 3

DJ SUKETU

Raising the bar — bigger than ever

1

2

3

SEASON 2

DJ Bally Sagoo & DJ Pearl

Growing into a phenomenon

ACTIVITY GLIMPSES



Past Glimpse - PRINT ADS



94.3 MY FM & SANAT PRESENTS

BANG DUDES DJ ROEEL

FIRST TIME IN TRICITY
THE MOST PREMIUM GARBA AND BHANGRA FUSION NIGHT

GARBA Fusion

EYE CARE PARTNER
BAKSAL EYE AND RETINA CENTRE

THE BIGGEST
Garba Night
OF TRICITY IS BACK

27-28 SEP

POWERED BY
P.P. Jewellers

7:00 PM

Garba Fusion
SEASON 2

GET EARLY BIRD DISCOUNT ON 100 TICKETS

VENUE PARTNER: HYATT REGENCY
FOOD PARTNER: NEELKANTH'S SEVA

TICKETS AVAILABLE ON book my show

SCAN TO BOOK NOW

94.3 MY FM

Garba fusion
SEASON 2

28 SEP

POWERED BY
P.P. Jewellers

7 PM

The Godfather of Bollywood Remixes
BALLY SAGOO

VENUE: Hyatt Regency, Chandigarh

HURRY! EARLY BIRD DISCOUNT AVAILABLE UNTIL SUNDAY

VENUE PARTNER: HYATT REGENCY
FOOD PARTNER: NEELKANTH'S SEVA

book my show

OVERALL IMPACT

- **4 City Festive Footprint**
- Integrated Radio + Digital + On-ground Ecosystem
- Multiple Sponsorship Categories
- High Family Engagement
- Premium Festive Branding Platform
- Strong Consumer Interaction And Lead Generation

ACTIVATION & EXECUTION PLAN

Activity	Execution
Cities	6 cities
Event Duration	Ahmedabad – 9 days, other cities – 2-3 days
Radio Promotion	Daily Promos, RJ Mentions, Garba specials & contests
Digital Promotion	Daily Reels, Live streaming, influencer content & social updates
Branding Opportunities	Stage branding, stalls, led screens, entry gate, photo zones, sampling, product launches, RJ integrations and sponsor showcases

ON GROUND EXPERIENCE

Professional Garba Arena

Beautifully designed venue featuring premium décor, stage production and lighting.

Celebrity Artists

Popular singers, musicians and Garba performers entertain audiences throughout the celebrations.

Food & Lifestyle Zone

Dedicated food courts, shopping kiosks and entertainment zones enhance visitor experience.



RADIO AMPLIFICATION

Daily Promos

High-frequency campaign promos across MY FM programming.

Special Features

Garba music, Mata Ki Gatha and festival updates build anticipation.

RJ Mentions

Live updates, contest announcements and event coverage throughout Navratri.



DIGITAL AMPLIFICATION

Daily Reels

Behind-the-scenes videos and highlights uploaded every day.

Live Coverage

Facebook, Instagram and YouTube updates throughout the event.

Influencer Collaboration

Local creators amplify the excitement across social platforms.



RJ LED ENTERTAINMENT

RJ Hosted Evenings

MY FM RJs keep audiences engaged through games, contests and live interactions.

Stage Activities

Audience participation contests and exciting giveaways create memorable experiences.

Live Recognition

Daily winners, best dressed participants and top performers are celebrated on stage.



COMMUNITY ACTIVATIONS

Society Garba

MY FM visits residential societies before Navratri.

Pass Distribution

Interactive games and contests distribute Garba passes.

Neighborhood Buzz

Community engagement drives event participation and awareness.

WHY BRANDS SHOULD PARTNER?

Massive Footfall

Direct interaction with thousands of festive consumers.

Premium Audience

Young families, professionals and affluent audiences.

Integrated Media

Radio, Digital and On-Ground create one powerful campaign.



360° BRANDING

Venue Branding

Stage, Entry Gate, Barricades, Standees & LED Screens.

Digital Branding

Social Media Creatives, Reels & Event Microsites.

Radio Branding

Promos, RJ Mentions & Branded Content Integration.



BRAND EXPERIENCE ZONES

Interactive Brand Stalls

Dedicated spaces for product showcases and consumer interaction.

Sampling Opportunities

Brands distribute products directly to thousands of attendees.

Lead Generation

QR registrations and contests help brands capture consumer data.

SPONSORSHIP OPPORTUNITIES

- Title Sponsor
- Powered By Partner
- Associate Sponsors
- Category Sponsors
- Food Partners
- Automobile Partners



BRANDING OPPORTUNITIES

1. Branding/Promotional Collaterals

- Main Stage Backdrop – Prominent logo display (prime branding).
- Entry Arch Gate – Logo at entry/exit for max visibility.
- Side Panels – on Stage
- Standees - Throughout the venue.
- Photo Booth Backdrop – Checkers branding - High visibility + selfie opportunity.
- LED Screens – Rotating sponsor logos, video ads during the event.
- Event Tickets – Printed or digital logos on passes.
- Parking Area / Directional Signages – logos on all branding
- Branding opportunity at practice venues (Welcome Gate arch + Standees + Posters)

2. Stall Space (Exclusive)

- Provide dedicated stall area for:
- Product Display / Sampling / Demo
- Experiential Booth (e.g., photo booth, game, selfie wall)
- Food/Beverage Sampling (if applicable to the brand)
- Merchandise Sales (branded giveaways or on-spot selling)



THAT IS ALL.

Thanks. Let's Discuss.

