

PROPOSAL FOR PROMOTION IN CHHATH PUJA



CHHATH PUJA

- “Chhath Puja” is the biggest festival of Bihar, also known as the “Lok Aashtha ka Maha Parv”.
- Chhath is an ancient Hindu Vedic festival historically native to the Indian subcontinent, more specifically, the Indian states of Bihar, Jharkhand and Uttar Pradesh and the Madhesh region of Nepal.
- The Chhath Puja is done during the span of 4 Dyas.





THE BIGGEST FESTIVAL OF BIHAR

Creates the biggest platform for branding



Why GARIMA for branding in CHHATH Puja

- In house Printing and Production Unit.
- 10 years of Experience of executing Chhath Puja Branding
- Having strong relations with government officials and Puja Samity members
- Cost Effective branding Solution.
- More than 25+ happy customers of branding in Chhath Puja
- Highest client retention rates.

We will do branding at the prominent ghats of Bihar.

In **Patna**, we will brand at Digha Ghat, Collectorate Ghat, NIT Ghat, Danapur Digha Ghat, and Gaaye Ghat.

For **Bhagalpur**, the branding will be done at Barari Ghat and Adampur Ghat.

In **Gaya**, we will focus on Kendui Ghat and Pita Parmeshwar Ghat.

In **Muzaffarpur**, we have selected options between Akharaghat or Sahuy Pokhar, and Ashramghat or Parao Pokhar.

These ghats experience the highest footfall during Chhath Puja.

S.No	UNIT	Location
1	PATNA	Dhiga Ghat Main Road
2		Collectoriate Main Road
3		NIT ghat -Enterence Road
4		Danapur Ghat
5		Gay Ghat
6	BHAGALPUR	Barari Ghat
7		Adampur Ghat
8	GAYA	Kendui Ghat
9		Pita Maheshwar Ghat
10	MUZ	Akhara Ghat/ Sahu Pokhar
11		Ashram Ghat/Parao Pokar





#AskCAA

COST SUMMARY OF CREATING BUZZ

- Ghat Branding – Rs. 23.65 LACKS
- Outdoor Media – Rs. 8.56 Lacks



#AskGAA

SCOPE OF CREATING BUZZ

- **Ghat Branding** — Branding at Chhath Ghats during Chhath Puja is highly effective due to the massive footfall of devotees gathered for rituals. It ensures maximum visibility, fostering brand recall among diverse audiences. The emotional and cultural significance of the festival further strengthens brand connection with the public, enhancing outreach and impact.
- **Outdoor Media** — OOH branding at railway stations and in towns during Chhath is ideal due to the surge in travel and festive shopping. Stations become high-traffic zones with returning migrants and tourists, ensuring greater brand visibility. Towns bustle with celebrations, making public spaces perfect for capturing attention and enhancing brand engagement.



BRANDING SCOPE AT CHHATH GHATS

- T Pole
- I Pillar
- Box Gate
- Product Cut-out Standy

MASS BRANDING THROUGH NONLIT BOARDS



HALF ARCHES AT GHAT



MASS BRANDING THROUGH NONLIT BOARDS





CUT-OUT STANDEE



Cut-out standee branding at Chhath Ghat can be impactful for Adani Wilmar Limited by showcasing products like edible oils, flour, and rice, essential for festive preparations. Positioned strategically, the standees engage devotees, aligning the brand with cultural values. Their eye-level placement ensures visibility, fostering brand recall during the high-footfall event.



T POLE BRANDING

GARIMA

TM



3D I-PILLAR



3D I-PILLAR



BOX GATE BRANDING



GARIMA



3D ARCH GATES



3D ARCH GATES

SAND ART AT MAJOR GHAT OF PATNA

Sand art of Surya Dev at Chhath Ghat can captivate attention with its intricate design and cultural relevance. As Surya Dev is central to Chhath Puja, such art resonates deeply with devotees. Its temporary nature, artistic appeal, and connection to tradition make it a striking visual attraction during the festival.

Estimated Cost will be Rs.

1,95,000.



Overall Cost Sheet of Chhath Puja Branding

Chhath Ghat Branding Proposal										
	Ghat Name	Element	W	H	Quantity	Total sqft	Rate	Amount		
Patna	Digha Ghat	Box Gate	30	3	6	540	55	₹29,700.00		
			3	25	12	900	55	₹49,500.00		
		T Pillar	6	3	15	270	55	₹14,850.00		
			3	8	15	360	55	₹19,800.00		
		3D I Pillar (Top - 3x1.5 - 4 sided , Base and ceiling - 3x3 - 2 pcs , Body - 2.5x5 - 4 pcs , Base - 3x1.5 - 4 pcs (Total sqft/pc - 104 sqft)			6	416	55	₹22,880.00		
		Product Cut Out Standy (Size- 8x4) 32 sqft each			20		4200	₹84,000.00		
		Mini Hoardings	10	8	15	1200	55	₹66,000.00		
		Sand Art at Approach Road of Ghat	20	10	1	200	₹975.00	₹1,95,000.00		
			Administrative Fee at Digha Ghat							₹40,000.00
	Collectoriate	Box Gate	25	4	6	600	55	₹33,000.00		
			4	24	12	1152	55	₹63,360.00		
		T Pillar	6	3	15	270	55	₹14,850.00		
			3	8	15	360	55	₹19,800.00		
		Mass Branding through Nonlit Boards	10	5	20	1000	55	₹55,000.00		
			Administrative Fee at Collectoriate Ghat							₹35,000.00
	Gandhi Ghat	Box Gate	25	3.5	6	525	55	₹28,875.00		
			3.5	22	12	924	55	₹50,820.00		
		T Pillar	6	3	15	270	55	₹14,850.00		
			3	8	15	360	55	₹19,800.00		
		3D I Pillar (Top - 3x1.5 - 4 sided , Base and ceiling - 3x3 - 2 pcs , Body - 2.5x5 - 4 pcs , Base - 3x1.5 - 4 pcs			6	624	55	₹34,320.00		
		Product Cut Out Standy (Size- 8x4) 32 sqft each			20		4200	₹84,000.00		
		Mini Hoardings	10	8	15	1200	55	₹66,000.00		
		Mass Branding through Nonlit Boards	10	5	10	500	55	₹27,500.00		
			Administrative Fee at Gandhi Ghat							₹70,000.00
	Danapur Ghat	Box Gate	25	3	6	450	55	₹24,750.00		
			3	22	12	792	55	₹43,560.00		
		T Pillar	6	3	15	270	55	₹14,850.00		
			3	8	15	360	55	₹19,800.00		
		Product Cut Out Standy (Size- 8x4) 32 sqft each			20		4200	₹84,000.00		
			Administrative Fee at Danapur Ghat							₹35,000.00
	Gaaye Ghat	Box Gate	35	3	6	630	55	₹24,750.00		
			3	25	12	900	55	₹49,500.00		
		T Pillar	6	3	15	270	55	₹14,850.00		
			3	8	15	360	55	₹19,800.00		
		3D I Pillar (Top - 3x1.5 - 4 sided , Base and ceiling - 3x3 - 2 pcs , Body - 2.5x5 - 4 pcs , Base - 3x1.5 - 4 pcs			6	624	55	₹34,320.00		
		Product Cut Out Standy (Size- 8x4) 32 sqft each			20		4200	₹84,000.00		
			Administrative Fee at Gaaye Ghat							₹35,000.00
		OUTDOOR MEDIA (HOARDINGS/UNIPOLE/GANTRY)					4200		₹3,64,900.00	

Bhagalpur	Barari Ghat	T Pillar	6	3	15	270	55	₹14,850.00
			3	8	15	360	55	₹19,800.00
		3D I Pillar (Top - 3x1.5 - 4 sided , Base and ceiling - 3x3 - 2 pcs , Body - 2.5x5 - 4 pcs , Base - 3x1.5 - 4 pcs			6	624	55	₹34,320.00
		Product Cut Out Standy (Size- 8x4) 32 sqft each			10		4200	₹42,000.00
		Administrative Fee at Barari Ghat						
	Adampur Ghat	T Pillar	6	3	15	270	55	₹14,850.00
			3	8	15	360	55	₹19,800.00
		3D I Pillar (Top - 3x1.5 - 4 sided , Base and ceiling - 3x3 - 2 pcs , Body - 2.5x5 - 4 pcs , Base - 3x1.5 - 4 pcs			6	624	55	₹34,320.00
		Product Cut Out Standy (Size- 8x4) 32 sqft each			10		4200	₹42,000.00
		Administrative Fee at Adampur Ghat						
OUTDOOR MEDIA (HOARDINGS/UNIPOLE/GANTRY)					2400		₹2,20,800.00	
Gaya	Kendui Ghat	T Pillar	6	3	15	270	55	₹14,850.00
			3	8	15	360	55	₹19,800.00
		3D I Pillar (Top - 3x1.5 - 4 sided , Base and ceiling - 3x3 - 2 pcs , Body - 2.5x5 - 4 pcs , Base - 3x1.5 - 4 pcs			6	624	55	₹34,320.00
		Product Cut Out Standy (Size- 8x4) 32 sqft each			10		4200	₹42,000.00
		Administrative Fee at Adampur Ghat						
	Pita Parmeshwar Ghat	T Pillar	6	3	15	270	55	₹14,850.00
			3	8	15	360	55	₹19,800.00
		3D I Pillar (Top - 3x1.5 - 4 sided , Base and ceiling - 3x3 - 2 pcs , Body - 2.5x5 - 4 pcs , Base - 3x1.5 - 4 pcs			6	624	55	₹34,320.00
		Product Cut Out Standy (Size- 8x4) 32 sqft each			10		4200	₹42,000.00
		Administrative Fee at Pita Parmeshwar Ghat						
Muzaffarpur	Sahu Pokhar	T Pillar	6	3	15	270	55	₹14,850.00
			3	8	15	360	55	₹19,800.00
		3D I Pillar (Top - 3x1.5 - 4 sided , Base and ceiling - 3x3 - 2 pcs , Body - 2.5x5 - 4 pcs , Base - 3x1.5 - 4 pcs			6	624	55	₹34,320.00
		Product Cut Out Standy (Size- 8x4) 32 sqft each			10		4200	₹42,000.00
		Donation at Sahu Pokhar						
	Akharaghat/ Parao Pokhar	T Pillar	6	3	20	360	55	₹19,800.00
			3	8	20	480	55	₹26,400.00
		3D I Pillar (Top - 3x1.5 - 4 sided , Base and ceiling - 3x3 - 2 pcs , Body - 2.5x5 - 4 pcs , Base - 3x1.5 - 4 pcs			6	624	55	₹34,320.00
		Product Cut Out Standy (Size- 8x4) 32 sqft each			10		4200	₹42,000.00
		Administrative Fee at Akharaghat						
OUTDOOR MEDIA (HOARDINGS/UNIPOLE/GANTRY)					5200		₹2,70,400.00	
					Sub-Total		₹32,62,455.00	

Thank You

