

**Subject** Approval Note for Sponsorship of Durgotsav festival of Purbapalli Durgabari Samiti and Garden City Bengali Cultural Association (GCBCA)

**Description** Durga Puja has become a significant event in NCR, expected footfall be 1 lakh to 1.25 lakhs during the puja days. The target audience visiting the place are mostly from Bengal, Odisha, Assam, Bihar, Jharkhand and are very well placed professionals (CEO's, CTO's, Marketing Directors Government Officials) ranging from Hospitals, Pharma, FMCG to Media and businessman and startups.


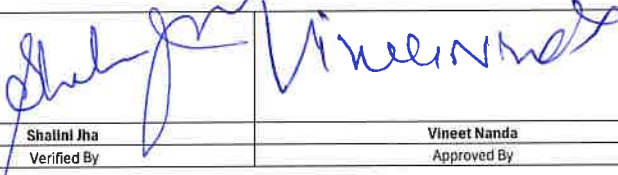

**Date** 9/2/2025  
**Document Ref No.** HO/MKT/FY25-26/059





S.No.	Description of Item	Vendor	Cost	Taxes	Total
1	<p>Purbapalli Durgabari Samiti is a 36 year old socio cultural organization in gurugram. Over the years this durga puja has become significant event in NCR, and one of the most recognised durga puja of gurugram. Award Winning (National Level) and one of the tallest Idols of NCR. There are cultural performances by national and international artist.</p> <p><b>Deliverables:</b>                      Community Centre Facade Branding – 5 units (image attached)                      Physical Banners – 8 units (10' x 3')                      LED Cultural Backdrop (24' x 10') – One-minute slot, repeating every 30 minutes, between 12:00–2:00 pm and 6:00–8:00 pm, across 6 days                      LED Screen at Community Centre Entrance (12' x 8') – One-minute slot, repeating every 30 minutes, between 12:00–3:00 pm and 5:00–8:00 pm, across 6 days</p>	Purbapalli Durgabari Samiti	250000	₹45,000.00	₹295,000.00
2	<p>Garden City Bengali Cultural Association (GCBCA) at Gurugram sector 86. GCBCA will celebrating durga puja for the 10th Year.</p> <p><b>Deliverables:</b>                      Main Gate Branding                      Backdrop Cultural Stage Branding                      Digital Screen TV for 4 days                      2 nos. of Standee on either side of the Cultural Stage                      1 no. of banner at suitable location</p>	Garden City Bengali Cultural Association (GCBCA)	₹125,000.00	₹22,500.00	₹147,500.00
					₹442,500

**Remarks:**

- 100% advance Payment required.
- For Sr.No. 3 (10-15%) variation possible as per the requirement.

Total Marketing Budget	Consumed till date	This Approval Note	Total Till Now	Balance
₹516,903,800	₹96,655,102	₹442,500	₹97,097,602	₹419,806,198

			
Abhishek Singh Prepared By	Shalini Jha Verified By	Vineet Nanda Approved By	Manu Gupta Verified By

			
Kunal Rishi Approved By	Kurumi Nagasaka Verified By	Yuji Kato Approved By	Akash Khurana Approved By