



Non-Profit Student Body

Youthful Audience

#### SOCIAL MEDIA

Moodl's Following Around the World







4.5M+ Visitors www.moodi.org - Official Website



290k+ Likes

Maximum for any College Cultural Festival



#MOODI-India Trend
Last Week of December
Most Followed College Festival on Twitter



1.5M+ Hits
Official Mood Indigo Channel

#### CULTURAL DIVERSITY



Visited by 200+ Artists from over 25 Countries









Korea

Israel

Britain

Taiwan

Slovenia

Italy

### WORLD FEST'11

 $\hat{\lambda}$ 

4 Countries | 1 Fest - Mood Indigo

Turkey

Poland

Indonesia

Spain









#### WORLD FEST'12

4 Countries | 1 Fest - Mood Indigo













Serbia

Romania Japan

Italy

Sri Lanka

#### BLEND OF CULTURES



Collaborations across the border



A fast paced version of Shakespeare's much loved comedy was performed in Mood Indigo 2015

## KOREAN SUPPORT

Glimpses of KCC support over the years











#### PLETHORA OF EVENTS



**Different Genres** 

Theatre

Fashion and Art

Busker & Magicians

Food and Cuisine

Literature

Music

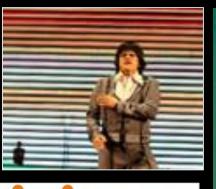
Dance

## THEATRE & HUMOUR













#### MUSIC & IMF

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#### International Music Festival



Flagas'k (France)



Arjun (London)



The Amsterdams (Romania)



Los Darados (Mexico)



Robin Sucrosso (Ireland)

#### DANCE

In numerous artists each year



Gamblerz Crew (Korea)





Dance | World Fest'11

## BUSKER & MAGICIANS





Yoshi Chladny (Canada)



Roy Zaltsman (Israel)



Street Juggler



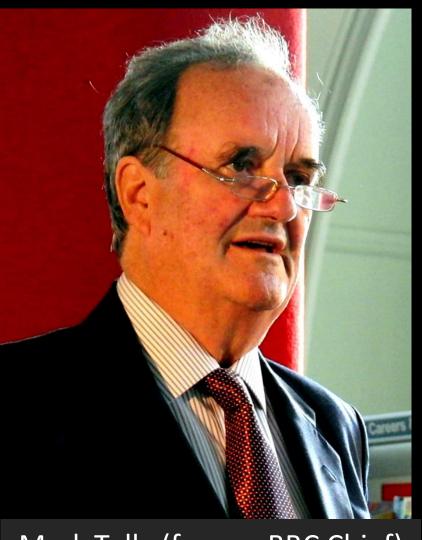
Street Circus (Canada)

### LITERATURE





Aamir Khan



Mark Tully (former BBC Chief)



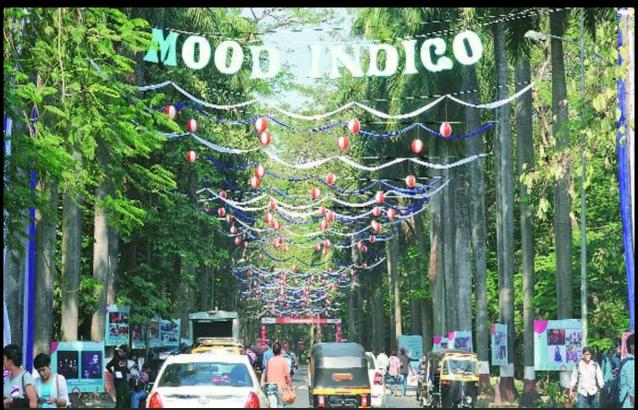
Shashi Tharoor

## FASHION & ART





Vogue | Fashion Show



Aerial Ambience

## FOOD & CUISINE





Vikas Khanna



#### PRONITES



Popular Nites | International Artists



**EPICA** (Netherlands)





Porcupine Tree



Neal Morse | Mike Portnoy



Borgeous

#### WORLD RECORD

LIMCA Book Of World Record | Maximum No. of International Artists



#### PROPOSAL

You could be a Part of Mood Indigo 2016

Become an Event Associate

Mood Indigo, 2016

December 2016





#### What we have to offer





Artist hospitality

**Local Transportation** 

Accommodation 3-star

Technical Requirements

Media Coverage

All meals

Social publicity

#### What this entails





Support

Assistance in Finding Artist

Artist's Airfare and fees

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IIT-B sees packed venue as Mod Mod IIT-Bombay will ho IIT-Bombay celebrates tling de Doomsday with a bang lister will take place this Di Doomsday with a bang The cultural of the Power Carling In the NEVS

genre of music, and the pro-night celebration performed day, these were many other events such as Spellbound Eng-lish vocals, English band perforby music composer duo Salam-Susleman enthralled mance. Impuistic board games which concluded on Sunday.

With more than 25,000 au-Amidthis show of parformdience, the final day of Mood ing arts, there were intellec-1-- the annual cultural fegtival tual events such as discusof the ITB recorded the high-sions on unconventional cin-

dia manager of Mood-L said, "From Monday, the campus will start going back to nor-mal unlike this occiting atmosphere, Soon, the organising committee will get down to bringing aw hole new experience of Mood-Indigo for the

Scheduled from December 20 to 23. Mood Indigo is all set to create history by organising the first ever professional Sumo wrestling match in India. Invited to this special event will be three-time world sumo champion Byambajav Ulambayar and former world champion Naranbat Gankhuyag.

go has been known to pull all stops to stay

a cut above the competition. This time.

they're calling in the heavyweights, quite

The organisers are already aware that catering to the needs of two wrestling giants will require a fair bit of effort. Aditi Jain, head, media and public relations. Mood Indigo, remarks, "We're flying them in from Japan. To ensure they're comfortable during their flight, we've booked four seats, two for each wrestler!"

Since most sumo matches don't last over ten minutes, the wrestlers will also be engaging in a cultural exchange of cultural value." sorts with the audience, displaying their

Ever wondered if you have it in you gymnastic abilities as well as illegal to take on a sumo? A lucky few will get sumo moves, which are slightly more an opportunity to go head to head with dangerous. To overcome the language the world champions in a friendly barrier, an English trained referee will match, barring the likelihood of casu enable the wrestlers to better interact alties. However, a safer bet would be with the audience. Pranay Surana, core opting for a photo session, to which the



he actioners of the opening the of III. Somether harmed invival the first lays conpitation are considered to the lays conpitation are considered with the lays of the control of the lays of the layer o

an itself-about bed, first only artifling resources bear alread no punicipane, bits also to emparim-entaria, thender dearling a unique plackcers for ex-sign assure regional seek hourgistale. The largest left is the day, because it was the largest and a dearen flower below paint, complete fields at large of dearen flows the region of the deaph welchose of days at 4 solder your Carl does a field of his group.

CLOSAL MELEWALES MEET

Financy darkyrnary markegant end quitti-

 but results actually in Japan Wolfa for 5 min-me, and force of 8 opplicates which now endows in Judy (2) buffer of 8 opplicates which a self-section for half such visits representation from Japan, buffer Bornaria, fee basels fill a large seed in any feet seed. name at distant bear only in surplescing now custom er propriet palace datable and offe Miscollyman.

UTFEST: A WITHY WETTER AND SCREE

12 Mood Ineligo December 20-23, 2012



fests simply can't work without a strong social media network. Ask your self - in recent times has there ever been a day when you didn't use Facebook at all or didn't get excited on hearing about a new follower on twitter? See how we are being silently nombified

by these networks? these networks' Imagining life without WORDPRESS social media is implausi being the best possible medium to communicate and interact, no college strong social media network. Mood Indigo is no exception and has

Technorati

cle was written) is way ahead of its nearest competitor. On twitter too, Mood I has over 9 500 followers.

Mood I has always received a very good responses to its posts on the page. The International Nite launch featuring Simple

an was awarded with 1392 likes and 2140 shares. Social media has also emerged as a way for people to decide things for



Ganga Vibes brings India and Africa closer

Created in 2003 by Mahmoud Bassou, one of the in-triators of reggae music in Morocco, the Ganga Vibe

#### ood indig a at BT's aw many visitors throughly the campus for the four-day fest-Agentra General IDNA MI Studio Theater and perform exclusive songs for the IIT-B annual festival Worlds Most Amazing ne most exhuberent artists from across the globel event at their assuad feet lead IIT-Bombay are now busy propping for putting other



This year, the festival will see an all new series of international smolited musical Studio The costs will comsal. "Originally we used to prise both Indian and letter have a stand slone event.

that French-

band Simple

we decided to add a twist to the event by getting foreign artistes to collaborate with Indian musiciana. We took

officet wound that involves The second day will Suture Deian Stemberger oming up with Siddhesh Hicholier, Stemberger plays the hang, a percussion instru ment mustered by only a handful of empirious world-

Spread across four door

Southashish Monumolee who

ays the double necked man

in, exhiberating with the

Stude's first performance

"Some of the bands have already started working postitions and pre-constant) that we know of their progress," sign Palan. the islaturant which consists

resole face outfit The rirosos, will jun together The line-up includes Jerman musiciana Mare-Int Macened Sagredra and Max of a set of corunic Clouth on the accountie has respectively, as well as an instrumentalists

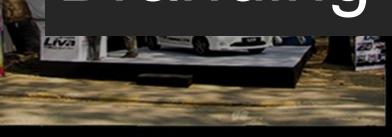
Vallday Wavikae on the calon, tabla and porcussio Spanish singer-compose

and Hindel Deb, on the situa The final day will feature haki Concioro of the band Sounish Ruya Joining Decora gap between the organis-

eians and Camatic vocalists

**Bombay Times** 

# Branding on campus



















#### Presence on Website & Booklets



Your Hyperlink on Mood Indigo's Website

Logo on Sponsor Page

Presence on Registration Booklet

www.moodi.org

#### **Total Media Worth**

Form of Media	Content	Duration	Worth
Bombay Times (Newspaper)	3600 sq cm of adspace in Bombay Times(Mumbai)	20 Days	62.00 Lakhs
Red FM (FM Radio)	27,000sec (FCT) for Mood I Jingles(all India)	30 Days	45.00 Lakhs
9XO(Television)	30sec ads on 9XO 12 times a day(all India)	15 Days	70.00 Lakhs
Bright Outdoor Media (Outdoor hoardings)	5 hoardings 40ft x 20ft each(Mumbai)	10 Days	14.00 Lakhs
Fame Cinemas (Multiplex)	10 sec slides at 6 screens (Mumbai)	16 Days	21.00 Lakhs
DSN (OOH Media)	Mood I ads in McDonalds, CCDs(all India)	30 Days	7.50 Lakhs
Barista (Café)	Standees and Posters in all Outlets (Mumbai)	20 Days	6.00 Lakhs
Rock Street Journal (Magazine)	Ads in magazine issues all over India	30 days	5.00 Lakhs
Big M (Magazine)	Ads in magazine issues all over India	30 Days	4.00Lakhs
Atelier (Magazine)	Ads in magazine issues all over India	30 Days	3.00Lakhs
Outreach Program (Posters + Mailers)	4 Rounds of Mood I Publicity Posters (A1 Size in 600+ colleges across India)	3 months	Not Measurable
Mood Indigo website (Online)	Sponsor logo on Website(more than 35,00,000 hits registered)	4 months	Not Measurable
Mirage (Newspaper supplement)	50,000 copies distributed in households before Mood	1 issue	Not Measurable

#### Event Associates by far...













Québec office in mumbai

Culture Ireland

INDIAFRICA: A Shared **Future** 

Malta High Commiss New Delhi























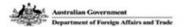
Embassy of the Republic of Slovenia, New Delhi

Balassi Institute - Hungarian Information and Cultural Centre Camões Institute - Portuguese **Embassy Cultural Centre** 

the Instituto Cervantes of New Delhi





















AIE Sociedad de Artistas Australian Consulate-General Intérpretes o Ejecutantes in Mumbai, India de España

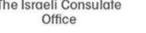


Oz Fest

Snuff Puppets

























Rikskonsertene



Le Myriad

Ferriswheel

#### Association with Mood Indigo





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