



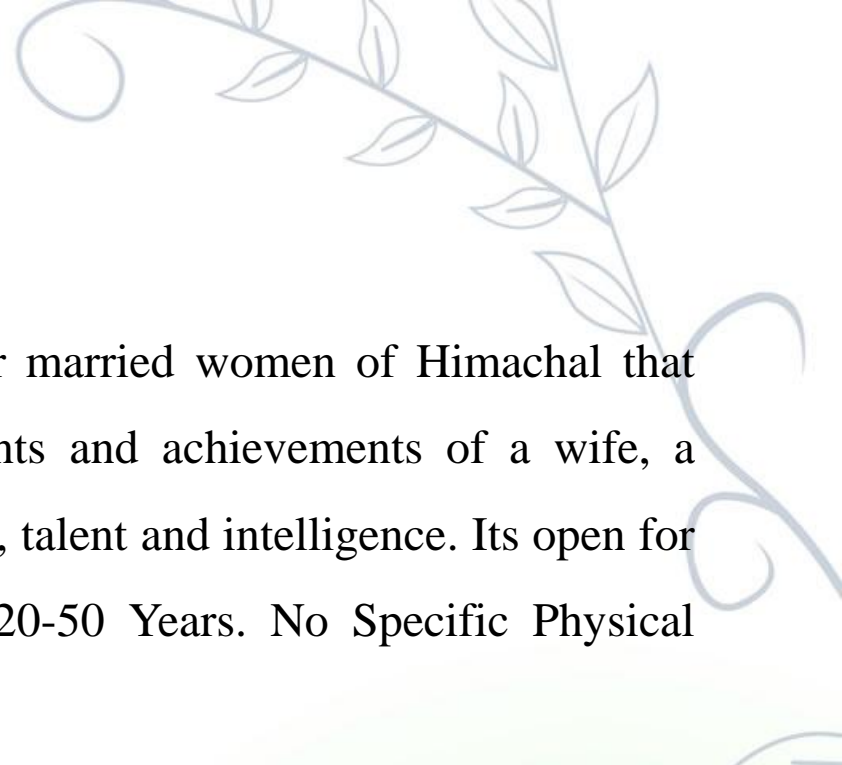
Dr. Pooja Negi Rajta
Mrs. Himachal 2015

Divya Himachal's
MRS.
HIMACHAL
2017
A BEAUTY PAGEANT FOR MARRIED WOMEN

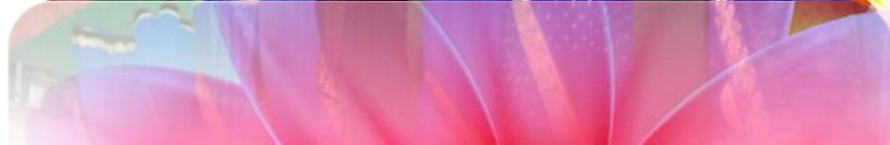
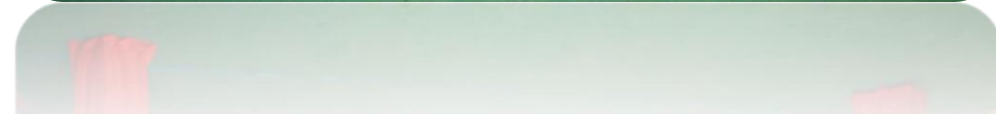
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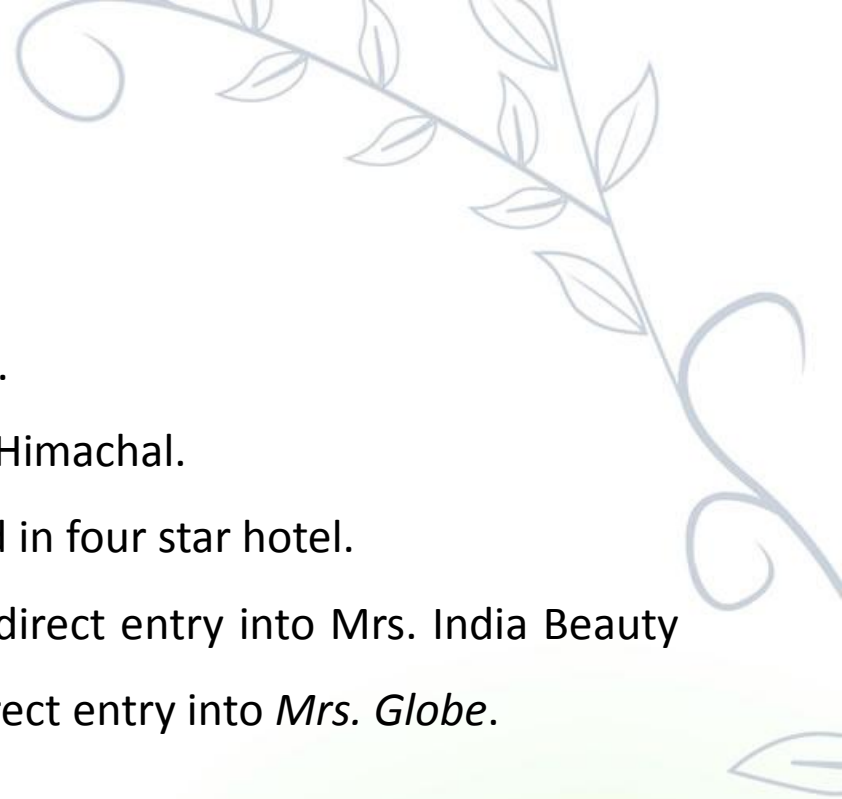
MIBQ | **MRS. INDIA GLOBE**

देवभूमि का अग्रणी समाचारपत्र
दिव्य हिमाचल



"Mrs. Himachal " is a beauty pageant for married women of Himachal that celebrates and admires the accomplishments and achievements of a wife, a mother, a complete woman with true beauty, talent and intelligence. Its open for Married Women between Age Group of 20-50 Years. No Specific Physical Attributes Required.



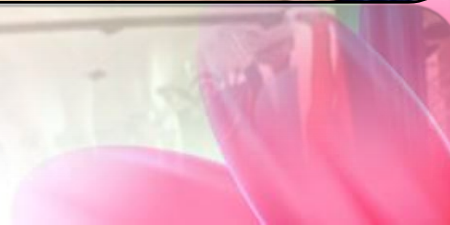
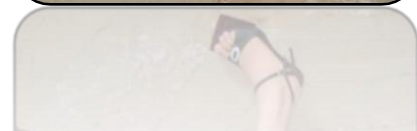


- Most Popular event of Himachali ladies.
- Auditions in more than 6 towns across Himachal.
- Grooming and Grand Finale will be held in four star hotel.
- The Winner of Mrs. Himachal will get direct entry into Mrs. India Beauty Queen . And winner of *Mrs. India* gets direct entry into *Mrs. Globe*.





Solan Audition





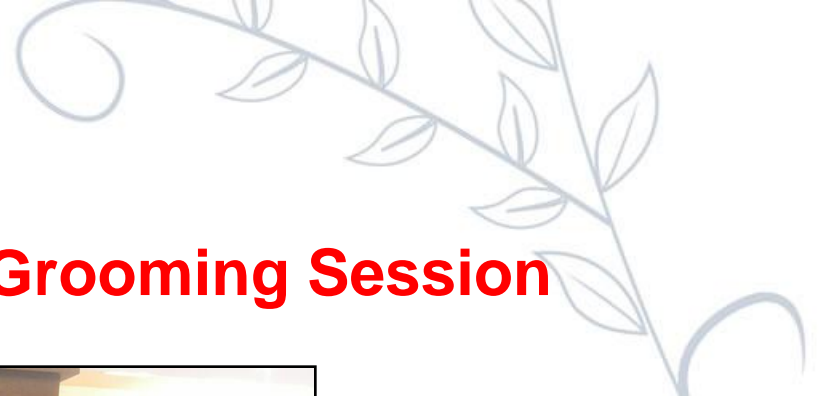
Hamirpur Audition



Grooming Session

- Six to seven days grooming session in four star hotel.
- Organized different classes like yoga, art of living, communication, dance, make up, personality development etc.
- Sub contests during the grooming session like Mrs beautiful eyes, Beautiful hair , Mrs Ramp Walk Model etc.

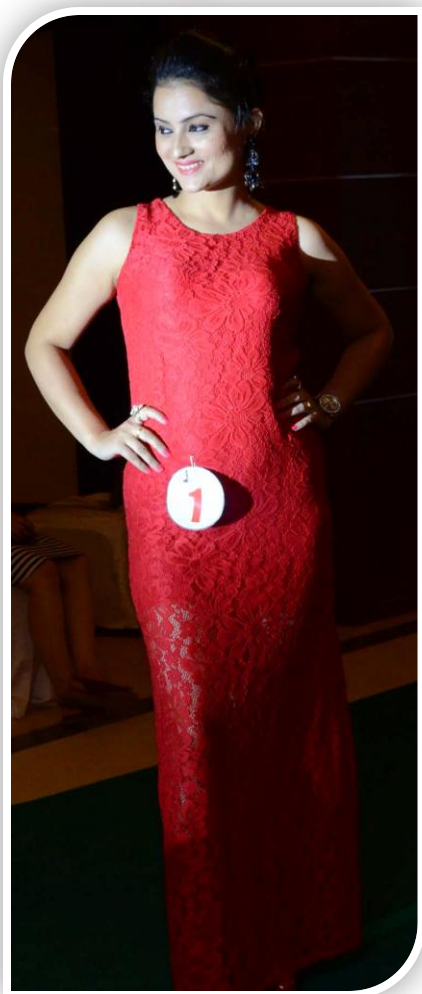




Sub contests During Grooming Session



Mrs. Himachal 2015 Finalists on the ramp.





Trip and photo shoot, fun during the grooming session





Dr. Pooja Negi Rajta(Mrs. Himachal)

Dr. Pooja Negi Rajta won the first Mrs. Himachal title and after this she is crowned as Mrs Indian Ocean and represented India in Mrs. Globe in China 2015





News Coverage

Event coverage will be done with your company's name in *Divya Himachal* newspaper and weekly English newspaper *Himachal This Week*.



Radio/TV Publicity

Himachal Lifestyle

HIMACHAL THIS WEEK
Dharamshala, Saturday, August 29, 2015

13

A Documentary Film on Lahaul Spiti Wins Accolades

• Anuradha Dhillon

A Cocoon Intact, a documentary film by Himachali director Anuradha Sharma won applause and accolades at many platforms. The film is about the tough life of people of Lahaul and the rugged beauty of the land often known as the Lonely planet in the Himalayas. The film covers Lahaul. As how snow cuts it from the world for over half of the year leading to way for getting in or out. The film revealed about Lahaul, the People, challenges faced by them due to remoteness of nature. The film beautifully describes Lahaul, its culture and everlasting traditions and fascinating simple methods of life that make them so intact and happy. "We explore the pristine beauty of the place called 'The forbidden land' in the Himalayas and it was a wonderful experience," told director of the film Anuradha Sharma.



The Film Nominations

- Film festival in Manila, USA
- 3rd National Students Film Festival (NFSF) Pune, 2015
- Arunachal Film Festival 2015
- World of water International festival, New Delhi
- National Film Festival 2014, Lahaul
- Arunachal Film Festival 2014, Lahaul

Roots in Palampur

Anuradha Sharma hails from Palampur. She is currently pursuing M.Tech from Indian Institute of Technology (IIT) Roorkee. She is a graduate of Design (Chauhan Nandan Dev University) in Chandigarh. She worked in London Film with her completely into filmmaking. She passed her B.A. from Lahaul Spiti. She is currently a student of Lahaul Spiti. She is currently a student of Lahaul Spiti. She is currently a student of Lahaul Spiti.

INIFD's 'Beti Bachao Beti Padhao' Movement



Various competitions included the programme organized at INIFD Lahaul Spiti. INIFD Lahaul Spiti had organized State Level Open Competition to create the social awareness under 'Beti Bachao Beti Padhao' at Lahaul, Chamba, Panchajanya, Lahaul, Mandi, Una and Chamba. It is organizing various programmes including painting, declamation and fancy dress competitions. Many participants showcased their talent with great enthusiasm and zeal. They had to choose one topic from 'Female Feticide', 'Gender Violence' and 'Beti Bachao Beti Padhao' to participate in painting competition and declamation. For the entertainment of the general public, INIFD Lahaul Spiti had also presented a fashion show by exhibiting their student's self-designed dresses through Western Round, Panchajanya, Blue, Brown, Khadi and Lahaul Round. The public not only appreciated the hard work, talent and creativity of students but also tried to understand the social message given.



• Himachal This Week

And here comes the D-Day for the Mrs. Himachal contestants. After showing their presence in the final 17 contestants of 'Mrs. Himachal 2019' will compete in the final today. After a tough and rigorous training session in Solan, the contestants are now ready to show their skills to the judges of the final 17 contestants of 'Mrs. Himachal 2019' will compete in the final today. After a tough and rigorous training session in Solan, the contestants are now ready to show their skills to the judges of the final 17 contestants of 'Mrs. Himachal 2019' will compete in the final today.

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Other Promotional Activities

Web


www.divyahimachal.com

facebook

www.facebook.com/misshimachal

Radio & FM



- ❖ Sponsors logo and name promote on Divya Himachal website and Mrs Himachal facebook page.
 - ❖ Promotion through Radio Jingle on FM with lead sponsor and powered by sponsor name announcement.
- 



Other Promotional Material

Your company's name on the certificates, Entry forms, Invitation card, and other complimentary gifts for the participants.



Logo in backdrop

Divya Himachal's
MRS. HIMACHAL 2015
A BEAUTY PAGEANT FOR MARRIED WOMEN

दिव्य हिमाचल दिल्ली का उत्तरी प्रदेश

Applicant Form

General Information

First Name: _____ Phone: _____
 Middle Name: _____ Occupation: _____
 Last Name: _____ Email: _____
 Date of Birth: _____ Birthplace: _____
 Husbands Name: _____ Marriage Date: _____
 Citizenship: _____ Number of Children: _____

Address Information

Address: _____
 City: _____ State: _____ Country: _____

Extracurricular Information

Educational Accomplishments: _____

 Community Involvement: _____

 Hobbies and Sports: _____

MIBQ
Mrs. India Beauty Queen

ARNI UNIVERSITY
KATHGAMA (INDIA)
Dist. Kangra (P.F.) 17601
Mob: 09888599200

BEN
PHARMACEUTICALS

BABA RESORTS
KASUALHILLS, DHARAMPUR, DIST. SOLAN - 81600657
Mob: 09888599200

SOLAN HOSPITALITY
COLLEGE & RESORT
SOLAN - 81600657
Mob: 09888599200

Dr. Pankaj Thakur
Thakur
Dhampur, Katla, 873605551

BATTAN SINGH SARA & SONS
INDIA SOLAN, HARYANA

श्रीमान विमल सिंह
पुण्ड्र नेशनल बैंक
आर.एस.डी. रोड, सोलन

SHRISH VEDYA NAKHAT
(PUBLIC SCHOOL)
NAXHA (P.F.)

SUN SHINE DAIRY
आर.एस.डी. रोड, सोलन

HIM TERNOPORGE LTD.
Kala Amb, Nahan

S.K. Industry
Kala Amb, Nahan

KONARK

Trupati
Kala Amb, Nahan

Entry Form




Invitation Card



Certificates



Why with us....

- ❖ No. 1 Media Group of Himachal with largest circulated daily news paper and only English magazine of state.
 - ❖ Leader in Events segment with nationally acclaimed 5 established event properties for talent scouting & talent promotion.
 - ❖ Only Media Group of State offering its advertisers with innovative marketing concept of Events and enabling them to tap maximum market potential through experimental marketing.
 - ❖ Year round events calendar with Events on ground in almost every nook and corner of the state.
 - ❖ Multimedia Promotional campaigns for all events including Print Ads, Cable TV Ads in Entire Himachal through Cable Operators, Permanent Partnership with BIGFM, Outdoor, Web & Social Media.
- 



❖ All Events associated with National Brands and backed by Industry's most famous names. These Includes, Miss India Organization of Times of India, Terrance Lewis Dance Company, Lalit Pundit Music Director, Mrs. Globe & Wow Foundation, Mr. India, Mrs. Punjab - Pride of Nation.

❖ Glorious track record of Talent coming from these platforms. Many of them are now making their way in Film, Television and Glamour Industry.

❖ Most cost effective and innovative way for Brand Promotion and Mass Communication.






Sponsor Amounts

1. **Lead Sponsor ; Rs. 8 Lacs**

Deliverables & Promotion Plan:

- 30 In House ads of Quarter Page / Half Page in Divya Himachal.
 - 4 Ads of Full Page in Himachal This week.
 - 8 Days Radio Jingle on BIGFM (Reliance Network).
 - 8 Days Cable Ad in City Channel / Fast Way Networks.
 - 1000 Posters for 10 Districts of State and 150 Banners for All State.
 - Posters on Every Beauty Parlor, City Mall & Women Shopping Stores.
 - Paid Facebook Posts targeted for women of 25-50 Age group in State.
 - New Stories and Success Stories to motivate entries.
 - Association with Local Rotary Inner wheel & Lioness Clubs at 10 Places
- 



Thank you

