



**MUMBAI**

**SHOPPING FESTIVAL**

**12 - 31 JANUARY 2018**



# MUMBAI

## SHOPPING FESTIVAL

12 - 31 JANUARY 2018

# #MUMBUYKAR

AN INITIATIVE BY



f i t s @experienceMSF

*It's time to celebrate your love for shopping*

POSITION MUMBAI AS THE  
NEXT SHOPPING DESTINATION

PUT **MSF** ON THE WORLD MAP

SHOPPING +  
EXCITING PRIZES +  
ENTERTAINMENT +  
LIFESTYLE + EXPERIENCES

20DAYS

TO ENGAGE MUMBAIKARS

*City is our canvas*



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#MUMBUYKAR

# #MSF

With the start of the New Year, Mumbai will get to experience the largest and most dynamic shopping festival of India – Mumbai Shopping Festival (MSF), 2018. Aiming to set Mumbai as a shopping destination on the globe, MSF will be a complete delight to all the shoppers and hoppers.

Created in partnership with Maharashtra Tourism Development Corporation, Mumbai Shopping Festival will rain exciting offers, discounts and bumper prizes from retailers, malls, shopping complexes etc. from all over the city along with festive fun and entertainment. Not just this, the twenty days stretch of the festival will have staged captivating performances to enjoy, laugh and dance throughout the city.

Adding to this, Mumbai will experience the first time ever Night Market and added delicacies of the Food Trucks. With all the customer centric vibrancy added with magical spectacles, tourists and citizens of Mumbai will love every bit of it.

*It will activate the  
entire region*



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# ASSOCIATIONS

In Association with various retail and commerce governing bodies



# SHOPPING PARTNERS

- We will access all the major malls in the city
- Partnering with restaurants, hotels, multi-brand and single-brand retail outlets, departmental stores, petrol pumps, General Stores, automobile outlets, movie theatres, online shopping portals, Airline partners, Transport partners, etc.
- Well known shopping areas like Colaba Causeway, Fashion Street, Bandra Link Road, etc. will also be part of the shopping festival



# BRAND AMBASSADOR

One person to signify the true  
Maharashtrian culture and it's  
pride



Devendra Fadnavis  
Chief Minister of Maharashtra

# PARTICIPATION PROCESS

- All that the shoppers has to do is purchase a minimum of Rs 500 from any of the participating registered MSF outlets and SMS
- <MSF> <Invoice Number> <Shop Name Location> <Amount> <Answer of the Question> to 58XXX
- This will give the person a chance to win exciting prizes though lucky draws within the stipulated period
- The winners would be selected by a computerized random draw (in association with E&Y)



# BUMPER PRIZE

## Categories

Bumper Prize  
Weekly Prize  
Daily Prizes

## Prizes

Dream House in Mumbai (Optional)  
Cars and Bikes  
Gold (and other jewelry)  
Holiday Packages  
Electronics (phones)  
And many more

# RETAIL PROCESS

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## Retail Registration

1. Signing up of Retailers
  - Online – through website
  - Forms will be made available for offline registration
  - Over the phone registration
2. Listing of Retailers
3. Marketing Collaterals to be made available to the Retailers via courier

## Call Center

1. SMS data gets collated at the backend
2. Daily Winners / Weekly Winners declared using randomizer
3. Winners are called to verify details
4. Prizes couriered / asked to be collected

**AUDIT PARTNER**



# REGISTRATION FEE

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Retail Registration Fee

Rs 5,000/- [excl. Taxes]

Real Estate Registration Fee

Rs 1,00,000/- [excl. Taxes]



# POSTER/AD



**MUMBAI**  
SHOPPING FESTIVAL  
22 - 30 JANUARY 2018

**#MUMBUYKAR** CELEBRATE YOUR DREAMS

Hey Mumbai, Now the city that doesn't sleep is the city that never stops partying. But you haven't heard of concerts without tickets, or open food trucks on busy roads or lessons they open at night with 3000 items on sale. You bought a slot that was the promise of winning a Mercedes! Sounds like a dream-right? Well Mumbai your dream's come true.

www.mumbaishoppingfestival.in



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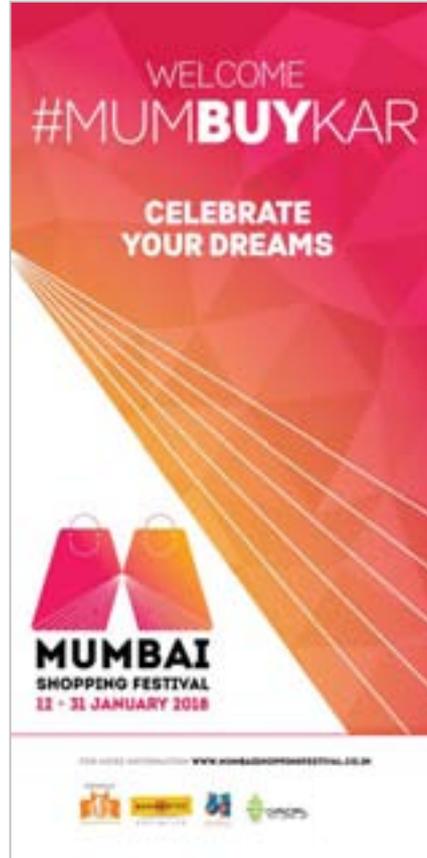
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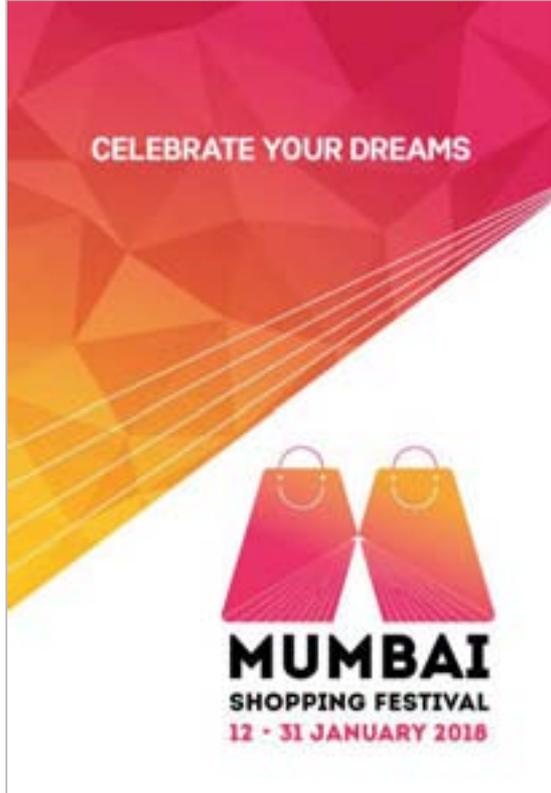
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# STANDEES





# TENT CARD



FRONT

# TENT CARD



BACK

# DANGLER



FRONT



BACK

# OPENING & CLOSING CEREMONY

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- Chief Minister of Maharashtra, along with few dignitaries will launch the Mumbai Shopping Festival, which will be held on 12th Jan, at the Jio Gardens, BKC
- Similarly the closing Ceremony will be held on 31st Jan, at Gateway Of India



# FESTIVAL TIMELINE

Date	January																				
	12 <sup>th</sup>	13 <sup>th</sup>	14 <sup>th</sup>	15 <sup>th</sup>	16 <sup>th</sup>	17 <sup>th</sup>	18 <sup>th</sup>	19 <sup>th</sup>	20 <sup>th</sup>	21 <sup>st</sup>	22 <sup>nd</sup>	23 <sup>rd</sup>	24 <sup>th</sup>	25 <sup>th</sup>	26 <sup>th</sup>	27 <sup>th</sup>	28 <sup>th</sup>	29 <sup>th</sup>	30 <sup>th</sup>	31 <sup>st</sup>	
Day	Fri	Sat	Sun	Mon	Tue	We d	Thu	Fri	Sat	Sun	Mon	Tue	We d	Thu	Fri	Sat	Sun	Mon	Tue	We d	
Event																					
Opening Ceremony	Orange																				
Multiple Stages		Blue	Blue					Blue	Blue	Blue					Blue	Blue	Blue				
Night Bazaar	Green	Green						Green	Green						Green	Green					
Khao Galli		Purple	Purple					Purple	Purple						Purple	Purple					
Closing Ceremony																					Orange

# SHOPPING PARTNERS

## Major Malls in Mumbai

- High Street Phoenix
- Phoenix Market City
- Oberoi Mall, Goregaon
- R City Mall, Ghatkopar
- Infinity Mall, Malad
- Inorbit Mall, Vashi
- Grand Central, Seawoods
- Viviana Mall, Thane



## MAJOR SUPERMARKETS IN THE CITY

- D Mart
- Big Bazaar
- The Bombay Store
- Haiko Supermarket
- Nature's Basket
- Reliance Digital
- Reliance Mart
- Vijay Sales
- Reliance Fresh
- Crossword



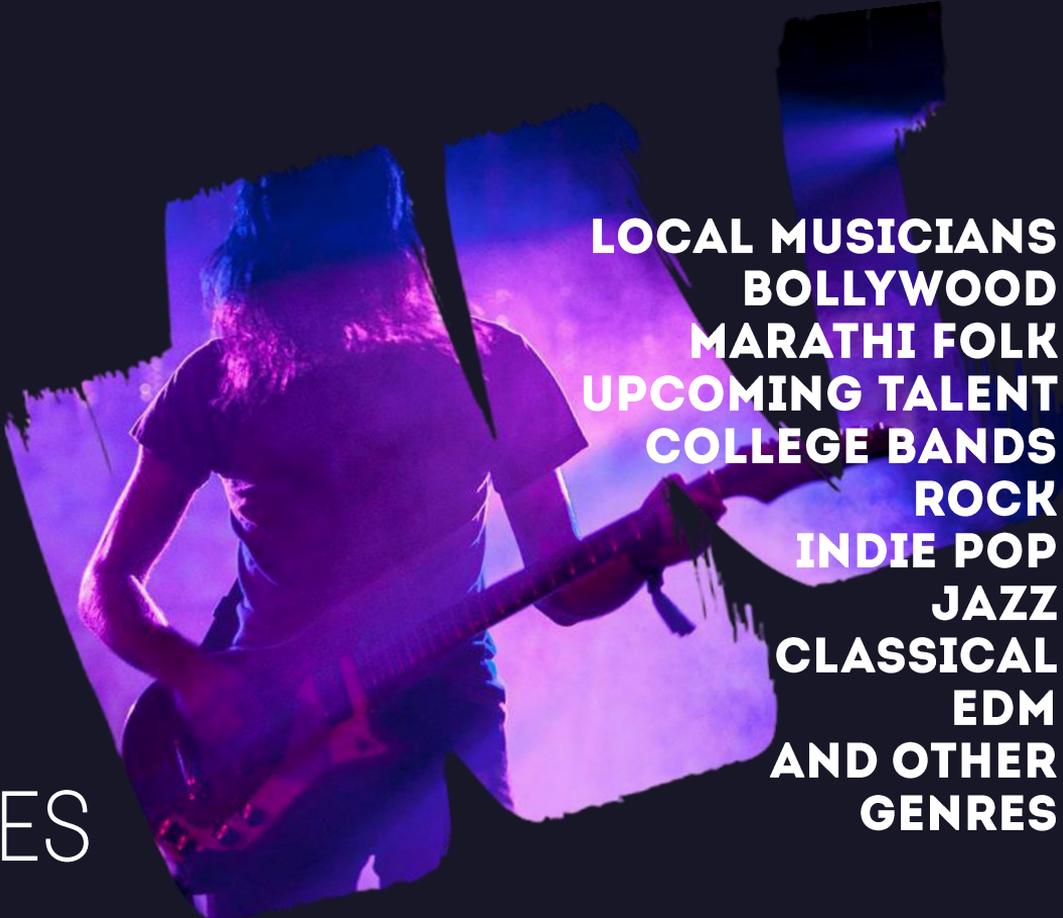
**MSF**  
**ENTERTAINMENT**  
**ARENA**

# FESTIVAL ENTERTAINMENT

There will be multiple events across the city, covering the length and breadth of the city on the weekends throughout the festival

**13 STAGE** EVENTS ACROSS MUMBAI

**500+** PERFORMANCES

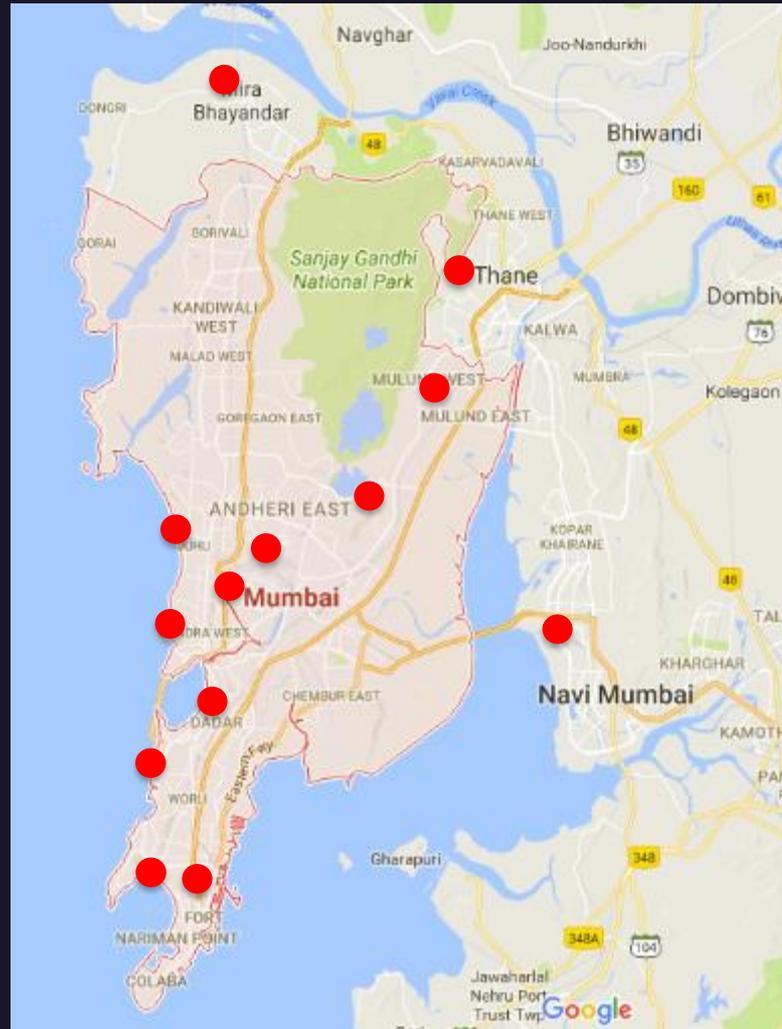


**LOCAL MUSICIANS**  
**BOLLYWOOD**  
**MARATHI FOLK**  
**UPCOMING TALENT**  
**COLLEGE BANDS**  
**ROCK**  
**INDIE POP**  
**JAZZ**  
**CLASSICAL**  
**EDM**  
**AND OTHER**  
**GENRES**

# ARENAS

Venue:

1. Girgaon Chowpatty
2. Crawford Market
3. Worli Sea Face
4. Shivaji Park, Dadar
5. Carter Road, Bandra
6. Juhu Beach
7. International Airport
8. Domestic Airport
9. Vashi Railway Station
10. The Walk, Thane
11. Cypress Garden, Mulund
12. Galleria Mall, Powai
13. Maxus Mall, Mira Road



**MSF**  
*Night*  
**BAZAAR**

This would be defined zones where we propose to have shopping and entertainment that would go on till 4 am only over the weekends; ensuring that there is absolutely no disturbance to residences.

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12<sup>th</sup> – 13<sup>th</sup> – Jio Gardens, BKC  
19<sup>th</sup> – 20<sup>th</sup> – Mindspace, Malad  
26<sup>th</sup> – 27<sup>th</sup> – Powai



# MSF Khao GALLI

Food Trucks at famous public hangout spots, during the weekend in association with Food Truck Association Of India (TFTA)

13<sup>th</sup> – 14<sup>th</sup> – Worli Seaface

19<sup>th</sup> – 20<sup>th</sup> – Mindspace, Malad

26<sup>th</sup> – 27<sup>th</sup> – Powai



# FLASHMOB

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- Flashmobs performed at public hangouts to create more hype about the festival
- Every brand can get a chance to customize their Flashmob and communicate their brand message through the medium of song and dance



# LOCAL FLAVOR

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- In association with the Dabbawalas of Mumbai, we will send out the message to the mass
- Every tiffin will have the info on MSF and special discount coupons



# AIRPORT EXPERIENCES

Shopping area at the T1 and T2 terminals of the airport will also be part of the shopping festival, offering discounts and branding space for participating brands.



# HOP ON HOP OFF BUSES

Hop-on-hop-off buses will be planned for the festival duration. In association with BEST, we will create routes covering the malls and the tourist spots. A person can easily move around the town using Festival Tickets during the 20 days and witness all the events as well get inside a mall for shopping.



# BRANDING THE ENTIRE CITY

- The entire city will be branded during the 20 days to create more hype and awareness
- Participating brands can also leverage on the opportunity to display their offers and brand campaigns
- BEST bus branding, Rickshaw branding, Local train branding, Pole Kiosks, Toll Naka hoardings, Bus shelter, Mumbai Metro branding, Hoardings at various public hangouts, and other ambient installations



# MARKETING PLAN

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In the pre festival phase we will communicate to the consumers about the lucrative offers and how they can participate to win the prizes

## ● ATL

- Radio
- TV Campaign
- Newspapers
- Magazines
- OOH media
- PR coverage

## ● BTL

- Mall Branding
- Store Branding
- Public Places Branding
- Roadshows
- Ambient branding
- Public hangouts

## ● Digital Media

- Website
- Social Media buzz
- YouTube teasers
- Online advertising

f i t s @experienceMSF





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OMCP  
Events | Experiences | MICE

