



IIT BOMBAY'S

# MOOD INDIGO 2016

ASIA'S LARGEST COLLEGE CULTURAL FESTIVAL



# ABOUT US

In a Brief



131k visitors

46 Years of Legacy

200+ International Artists

Non-Profit Student Body

Youthful Audience

# SOCIAL MEDIA

MoodI's Following Around the World



4.5M+ Visitors

[www.moodi.org](http://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



Romania

Mexico

Korea

Israel

Britain

Taiwan

Slovenia

Italy

# WORLD FEST'11

4 Countries | 1 Fest - Mood Indigo



Turkey

Poland

Indonesia

Spain



# WORLD FEST'12

4 Countries | 1 Fest - Mood Indigo



Italy

Sri Lanka

Serbia

Japan

Romania

# 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

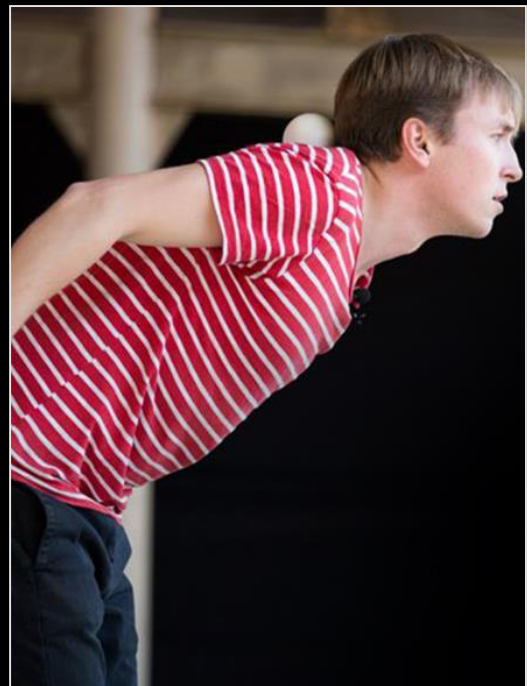
Food and Cuisine

Literature

Music

Dance

# THEATRE & HUMOUR



After Nites

**SPEECHLESS**  
BY HANOCH ROSENN

in collaboration with

**ISRAEL**



# MUSIC & IMF

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)



Illuminati Crew (India)



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)

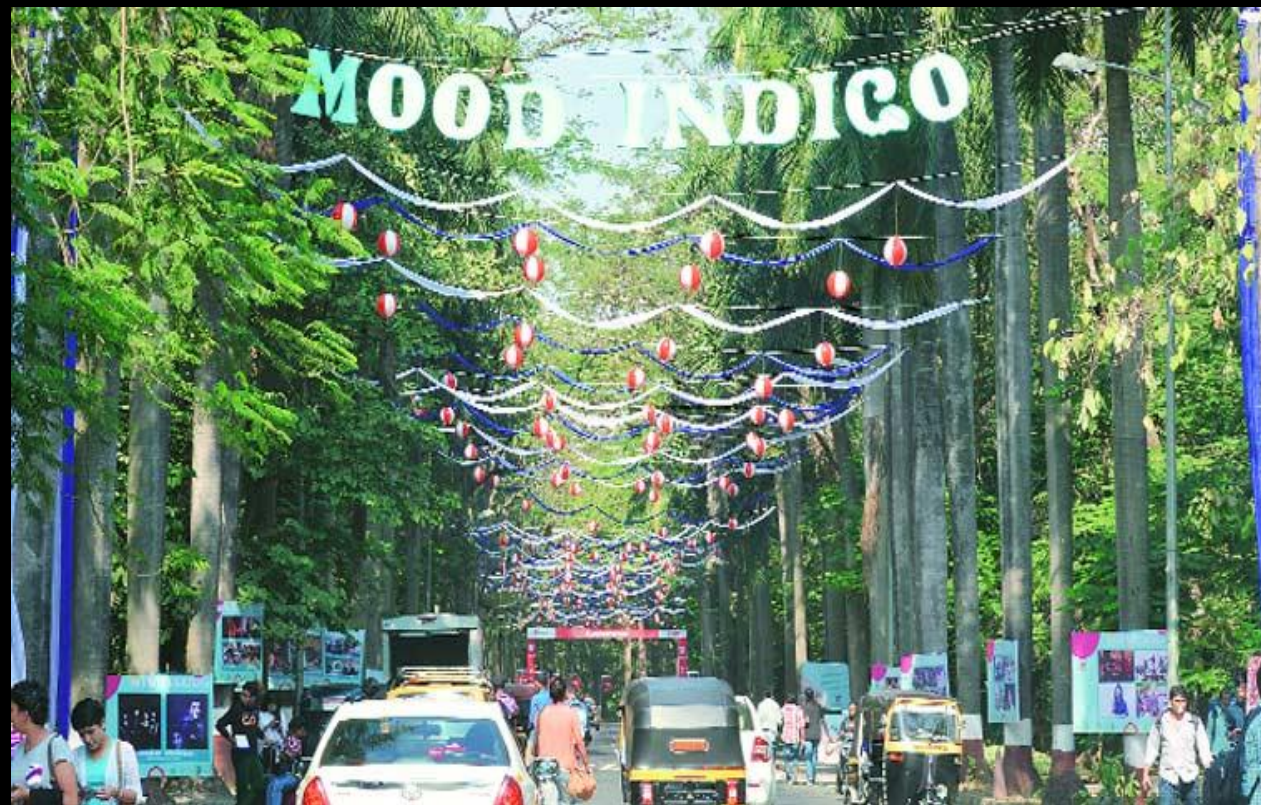


Shashi Tharoor

# FASHION & ART



Vogue | Fashion Show



Aerial Ambience

# FOOD & CUISINE



Vikas Khanna



MEMOIR

Mocktail Workshop



# PRONITES

Popular Nites | International Artists



EPICA (Netherlands)



Porcupine Tree



Simple Plan



Neal Morse | Mike Portnoy

MOODI.ORG  
BORGEOUS.COM

WHOEVER SAID THE BEST THINGS IN LIFE COME FOR FREE KNEW THIS WAS COMING

YASH - YASH@MOODI.ORG - +91-7738784781 | MEHUL - MEHUL@MOODI.ORG - +91-9595007304

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



# Branding on campus



# Presence on Website & Booklets



Your Hyperlink on Mood Indigo's Website

Logo on Sponsor Page

Presence on Registration Booklet

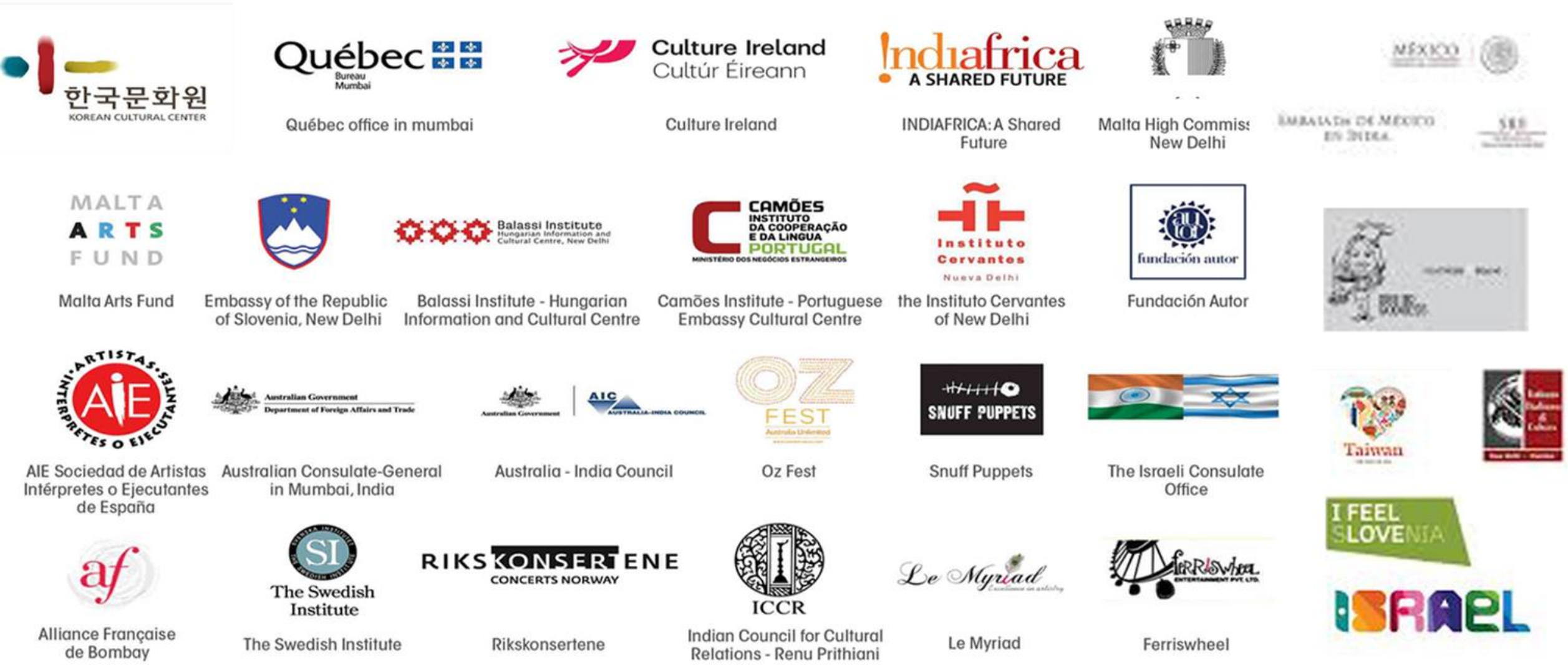
[www.moodi.org](http://www.moodi.org)



# 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...



# Association with Mood Indigo



In anticipation of a fruitful collaboration with you

Kshitij Bajaj  
7738731312  
kshitij@moodi.org

Aditya Krishnakumar  
7709481685  
aditya.k@moodi.org

Tanvi Kataria  
7738740156  
tanvi@moodi.org