

देवभूमि का अग्रणी समाचारपत्र
दिव्य हिमाचल

Mr.
Himachal
2017



Sidharth Sood
Mr. Himachal 2016

Concept



Mr. Himachal is a all new initiative taken by Divya Himachal Media Group to search for the most perfect men of State for Fashion, Lifestyle, Entertainment & Modeling industry. They will also become role models and good citizens for younger people to look up to. Event is aimed to celebrate manhood in style by crowning State's most deserving young Man who symbolizes elegance, passion and confidence. It's a search for the state's most handsome and charming man where in addition to good looks men display exceptional levels of fitness, strength and athletic ability. The winner will be representing Himachal at Mr. India World in Mumbai.



Besides competing for the title of Mr. Himachal, contestants will also be seen competing for various sub-titles like Mr. Active, Mr. Digital Icon, Mr. Trendy, Mr. Iron Man and many more that will showcase different aspects of their personalities. The participants will be groomed and trained by the best experts in the industry to present the glittering Finale.

Mr. Himachal will be organized in macho way with lot of activities & events, public presentations and Talent blasts. The pageant will see selection process through the State, short listing men who fulfill the eligibility criteria and display zeal and talent.



Highlights

Auditions across the state of Himachal Pradesh at 8-12 places

2 Days Semi Finals

Grand Finale with live audience

Promotion at 40 colleges across state

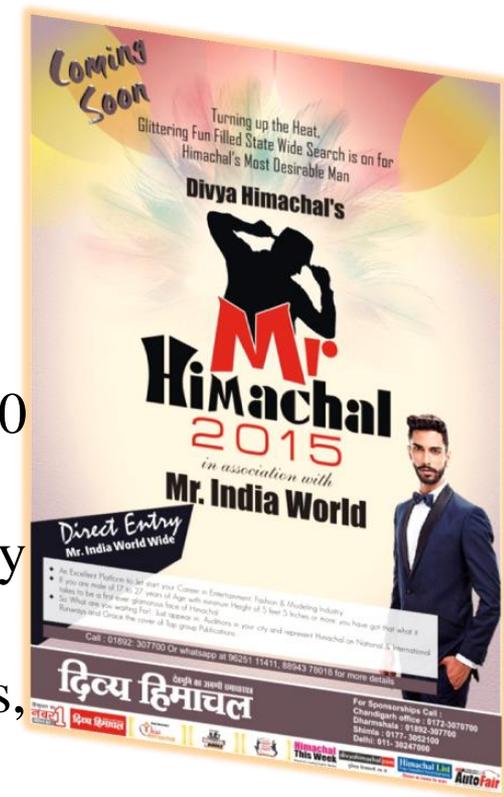
40-50 Ads in Divya Himachal

4 Ads in HTW Magazine

Radio Jingle 15 days x 10 times per day (30 Seconds)

Cable TV ad 15 days x 8 times per day (1 minute)

Hoardings, Posters, Leaflets, Certificates, invites, forms with lead sponsor names



Promotional Tools

Daily one full page news coverage in Dainik Divya Himachal & Weekly Himachal This Week (Audition Days, Semi Finals & Grand Finale)



Promotional Tools



मिस्ट्र हिमाचल

रवि का सपना सच

नाम - रवि चक्र
उम्र - 20 वर्ष
पता - कौटिल्य

मिस्ट्र हिमाचल-2016 के उद्घाटन समारोह में कड़ी मेहनत कर रहे नौजवान

MR. HIMACHAL 2015

हिमाचल से सीख लें राज्य

पहली गर्ल पर खूब धिके दर्शक

मिस्ट्र हिमाचल

सुपर मॉडल बना सिद्धार्थ का सपना

मिस्ट्र हिमाचल में सुपर मॉडल बनने का सपना

निस्वार्थ सेवा पर प्रेरणा पुरस्कार

मिस्ट्र हिमाचल में निस्वार्थ सेवा पर प्रेरणा पुरस्कार

मिस्ट्र हिमाचल

सुबह कससत, शाम को रैपवॉक

मिस्ट्र हिमाचल-2016 के उद्घाटन समारोह में कड़ी मेहनत कर रहे नौजवान

Grand Finale TOMORROW

आप सभी साइट ऑनलाइन हैं

मिस्ट्र हिमाचल

फनकारों ने खूब बांधा समा

मिस्ट्र हिमाचल में फनकारों ने खूब बांधा समा

मिस्ट्र हिमाचल के संघ पर प्रतिभाओं को सम्मान

मिस्ट्र हिमाचल

गैंड फिनाले में जोरदार धमाल

गैंड फिनाले में जोरदार धमाल

सबसे बड़े गोल्ड

इस स्वतंत्रता दिवस, आज़ादी को है एक नई स्फ़ारत.

92 11 711 155- 011-76 647 181

Promotional Tools

➤ Web & Social Media

Coverage and announcements on:



divyahimachal.com

दुनिया हिमाचली रंग में

facebook

www.facebook.com/MisterHimachal

95.0 BIG FM



- Cable TV Ads in all Himachal
- Radio Ads in Big FM
- Outdoor Hoardings at crowded places
- Posters and Banners in Colleges/Institutes
- Quality events with celebrity artists of State



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.
- ❖ Established emotional bonding with masses of State and earned great Brand Value for Events in all segments.



❖ 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.

➤ Glittering Grand Finale 2015



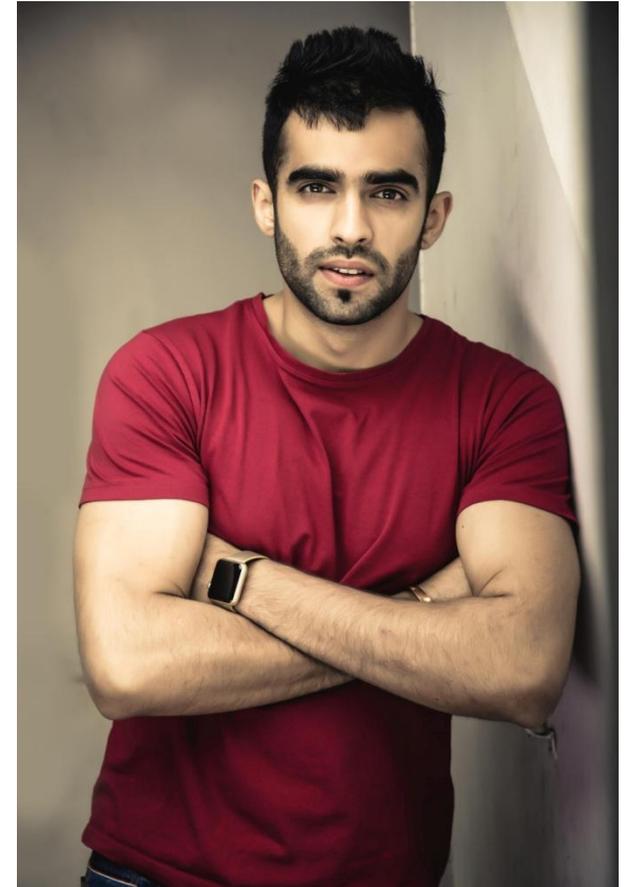
➤ Glittering Grand Finale 2016





Sidharth Sood

Mr. Himachal 2016



Our Other Events



Miss
Himachal



चक दे हिमाचल

Sponsors Welcome



- | | | |
|-------------------------|---|---------|
| 1. Title Sponsors | - | 10 Lacs |
| 2. Co Sponsors | - | 5 Lacs |
| 3. Associate Sponsors | - | 3 Lacs, |
| 4. Grand Prize Sponsors | - | 1 Lacs |



Thank You!

