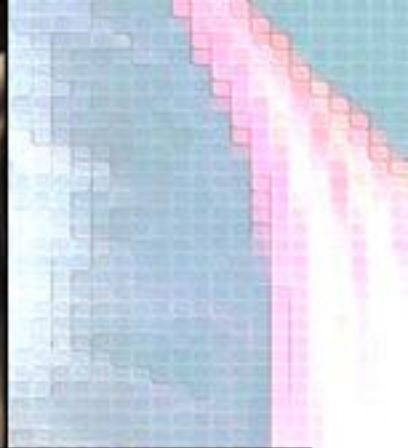


M Entertainment

Marathi Unlimited.....



Marathi Entertainment is virgin... Time to unleash it.....



Belief Statement...

*All Human beings are tied with more than one threads
like Geography, religious and language*

*“Regional and vernacular Approach is always closer to
heart and establishes emotional connect”*

Marathi Unlimited means...

*Provide innovative and penetrative Brand
communication solutions which will establish
and strengthen brand association with All
Maharashtrians*

Foundation Promises...

Unleash the potential of Marathi Entertainment industry by capitalizing on the brand Power and deliver value to Brands to get closer to the consumers & Establish emotional connect



Prashant's Word...

Prashant's vast experience and position in the industry will get the precise, valuable and investment worthy deals at best negotiated rates

M Entertainment
Our Credentials

Marathi Drama

M

Marathi unlimited...

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Marathi Film

Marathi Serials

Ground Events In Maharashtra

Our offerings....

<u>Marathi Drama</u>	<u>Marathi Film</u>	<u>Marathi Serial</u>	<u>Ground Event</u>
In Drama Placement	In film placement	In Serial placement	School /State level kids cometition
Drama theatre Audio commercial	Marketing tie-up		Talk Shows
Ticket branding	Co branded promo tie-up		Celebrity Concerts
Drama brand mentions	Film sponsorship		State level talent hunt
In theatre branding	Cast & Crew endorsement		Bpo/Call centre training programs

Deeper understanding...

Marathi Drama-Clutter breaking Medium

- Die-hard maharashtrians can't live without drama
- 75 Drama releases every year
- Best drama does at least 250 shows per year
- Brand gets live exposure in front of captive audience across entire Maharashtra
- This medium provides best penetration
- Best actors from Marathi industry like Prashant Damle, Mohan Joshi, Vikram Gokhale, Reema Lagu etc. keep themselves associated with Dramas

Numbers at work...

Class	Capacity	Week day	Week End	Total Reach@ 200
Class A	900	500	700	1,75,000
Class B	900	200	400	95,000

**Classification is based on Production house
Cast and crew, & Past records*

Best Selling Properties...

Name of the Play	No. of shows per month	Booking in numbers	
		Week days	Weekends
Jadu teri nazar	18	550	800
Love Story	12	350	500
Appa bappa	12	350	500
One 2 ka 4	8	350	700
Khara sang aicha tar	15	400	700
Eka lagnachi goshat	8	400	850



Reach All across Maharashtra
Best Penetration in all potential markets

State Map Of
MAHARASHTRA

Marathi Movies...Rejuvenation Phase

- After “Shwas” Marathi movies are picking up at breath taking pace
- Every year at lease 50 Marathi films are making good business
- Marathi movies are well appreciated in interiors of Maharashtra and main metros and mini metros
- Budget of Marathi movie is approx. 1cr.
- It has a potential to become cost effective medium to reach across Maharashtra

Numbers at work...

Class	Capacity	Week day	Week End	Business
Class A	800	300	600	3 cr.
Class B	800	200	400	1 cr.

**Classification is based on Production house
Cast and crew, & Past records*



Reach All across Maharashtra
Best Penetration in all potential markets

Study Area
JhodNadi Watershed

State Map Of
MAHARASHTRA

Marathi Movies: Potential Unleashed

- In-film placement
- Movie & Brand co-promo (Production also)
- Movie main sponsorship
- Cast & crew for press conference
- Main movie stars for brand promotion
- Cassette & Cd sponsorship
- Deal Structure -5 lacs + Production cost

Regional Channels: Future of the industry

- All Regional Sats are showing exceptional growth & Marathi is not an exception
- Channels like ETV marathi ,Zee marathi are doing exceptional well
- Most of the programmes have got good ratings like 6 or 7 or 8 TVR
- Afternoon slots are also getting good ratings like 1.5 or 2
- In serial placement will give brands a good mileage

*My brand wants Physical presence in entire Maharashtra...
Who will give it???*

Only Ground Events of



**Study Area
Nadi Watershed**

**State Map Of
MAHARASHTRA**



We began with....

- We started with ground events in Entire Maharashtra
- In last 4 years we have completed our “Learning curve” to the pinnacle and all set to deliver value to your brand
- We have got “Prashant Damle fan foundation” which organizes competitions at school level, state level etc
- Main objective of it to provide a platform to kids so they can manifest talent and get confidence to perform better in their future
- Kids are not charged a single penny out of their pocket

Where all can we reach???



All most every where...

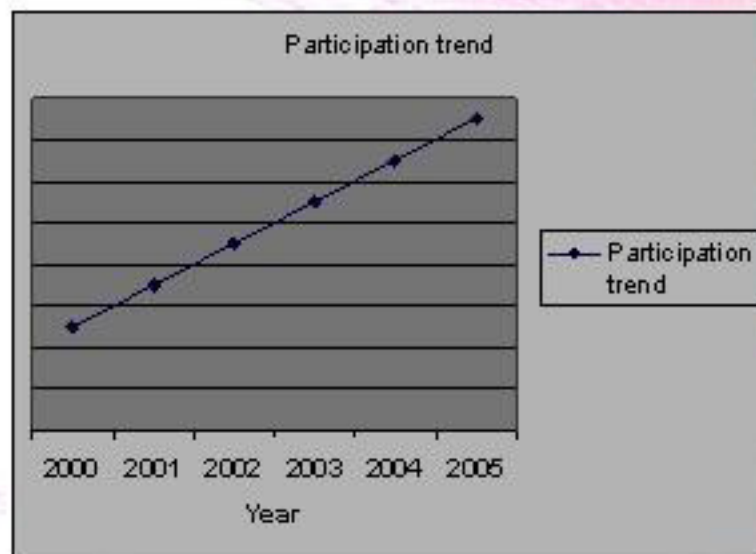
State Map Of
MAHARASHTRA

State Map Of
MAHARASHTRA

Fan Foundation... A success story

Year	Number Of Centres	Number of cities	Number of Participants
2002	1	2	350
2003	7	13	475
2004	13	26	950
2005	17	32	1400
2006	20	55	1600

- Bank of Maharashtra
 - HDFC Home loan
 - Tata motor Finance
 - Cox & Kings
 - Ram bandhu masale
 - Lokmat
 - ETV Channel partner
& many more like them....
- Have shown tremendous faith in us



रामबंधू मसाले



प्रशांत दामले
फॅन फाउंडेशन



पोली बिल्डिंग - 1, 2/1, पुणे

Is your brand there ???

- Main sponsorship
- Co-sponsorship
- Judge and participant bus branding
- Product sampling
- Gifts and Prizes sponsorship
- Contest presence
- Press presence

And many more like them....

We will customize the solution according to your needs

Celebrity concert... Our new venture



Asha Bhosale Live in master's show....

Your brand want to be there.....



What is Masters Show...



European concept wherein a master comes in the show & talks about life, art, good old days, struggle, attitude, mistakes made and provide guidance to next generation.

In the programme upcoming artist perform and master correct them on the spot. Master her self performs to teach newcomers

Master talks about the perspective to become successful

Celebrity concert. . . Our new venture



Main Sponsorship per Show- 6 Lacs
Co-Sponsorship per show – 2 Lacs

City Options-

- Sangali
- Satara
- Aurangabad
- Kolhapur
- Mumbai
- Pune
- Chiplun

Main Sponsorship Means . . .

- Main sponsorship with titles
- Ticket Jacketing
- Venue branding
- Back Drop
- Sampling
- Press presence-5Ads per show (In all leading news paper)
- Sales linked activity is permitted

*We have expertise in reaching to the
roots....*

*Marathi Entertainment is still virgin...
Time to unleash it....*