



**patrika**

राजस्थान पत्रिका | पत्रिका

# PATRIKA महारा DANDIYA UTSAV



Brand Integration Opportunity this Navratri

**7 Cities of Rajasthan and Madhya Pradesh**



## What is Patrika Maharaas a all about?



Dandiya is a dance form originated from Gujarat which is generally performed in front of devi durga during Navratra.

We have achieved a successful endeavor with the creation of Patrika Maharaas a, an event cherished and remembered by the people of Rajasthan and Madhya Pradesh. Every year we organize this event.

Patrika Maharaas a is an ultimate experience because of its amazing venue atmosphere, sparkling light & awesome sets & decoration. The rich & traditional setup of the venue & the culture of dandia raas spreads the message of love, life, fun & happiness all around.

**A 2 Day DANCE Festival**



## Snippets of Patrika Maharaas







## Event Details

### Cities

Rajasthan: Jaipur, kota, udaipur, pali, ajmer,  
bhilwara, bikaner, jodhpur, alwar  
Madhya Pradesh: jabalpur, bhopal

### Duration

2 Days

### Training Classes

15 Days of Training classes to the city people

### Format

Evening 7 pm to 10 pm. Live Performance on stage by traditional music Gujarati Band/ DJ.

### Dancing Area

Separate Performance Zone for trained dancers and general public.

### Entry Procedure

Entry strictly for Couples/ Families through Entry passes, available at pre declared counters of the city.

## Event Details

### Excitement

Various gifts on daily basis to best dancing male, female and couple. Best dressed male, female, couple and other categories.

### Fun

Dedicated food court, serving food from across the region and delicacies around the world with seating facilities for entire family visitors.

### Footfall

5000+ per venue/ each city

