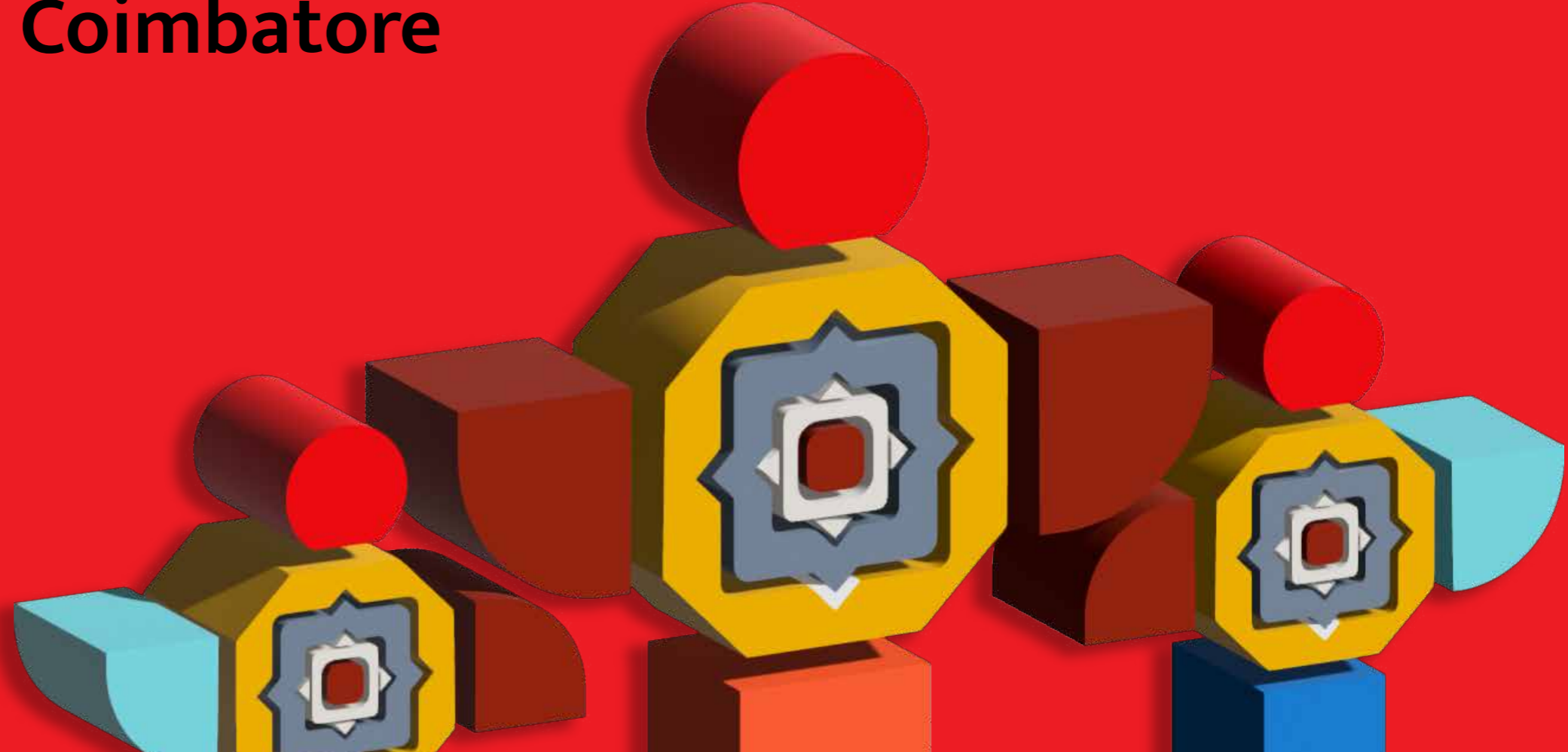


**FIRST TIME EVER IN  
KONGUNADU**

# Chettinadu THIRUVIZHA 2023

**7th & 8th (Sat & Sun ) Jan 2023  
D-Hall, CODISSIA, Coimbatore**

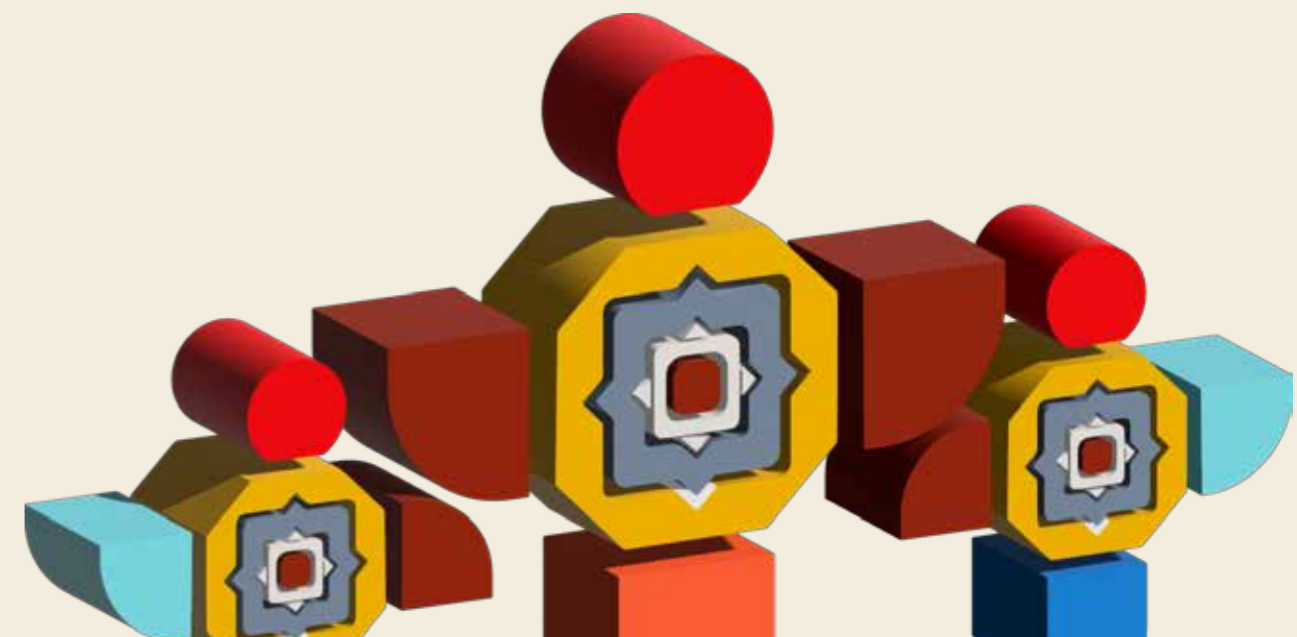
Brought to you by  
Nagarathar Entrepreneurs Union



# FIRST TIME EVER IN KONGUNADU

Chettinadu Thiruvizha,  
A unique celebration of  
everything that is Chettinadu

- EAT
- SHOP
- ENJOY





Brought to you by  
Nagarathar Entrepreneurs Union



# NEU

Nagarathar Entrepreneurs Union

A forum of select  
nagarathar entrepreneurs of  
Coimbatore

Strives for the welfare and  
empowerment of the community

Over the last 10 years it has  
significantly impacted the lives of  
thousands of people in very many  
ways



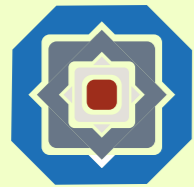
# NEU programmes / events



**IBCN 2015** – International Business Conference of Nagarathars with 800+ participants from 8 countries, pipped as the block buster event



**Sinthanai Thiruvizha** – a celebration to ignite thinking



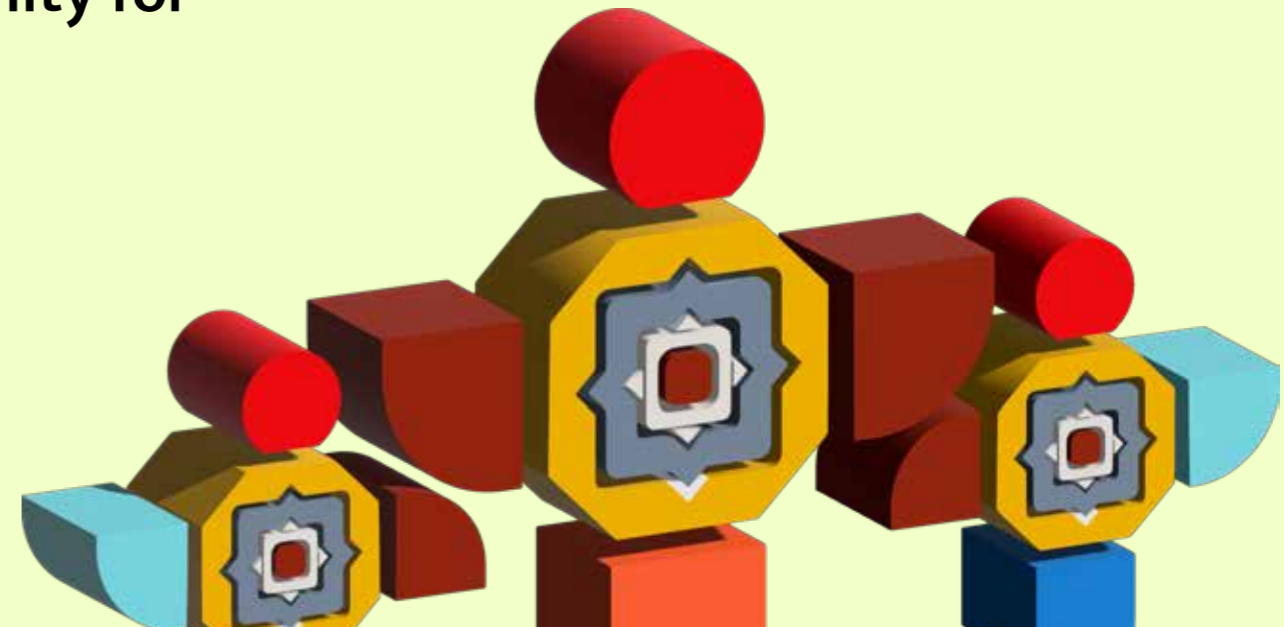
**Achi's Mantra** – a unique event to inspire the women of our community



**Mantra Series** – a series of events which includes bootcamps, leadership workshops, career guidance etc to nurture the talent and transform the community for overall development and empowerment.



FIRST TIME EVER IN KONGUNADU



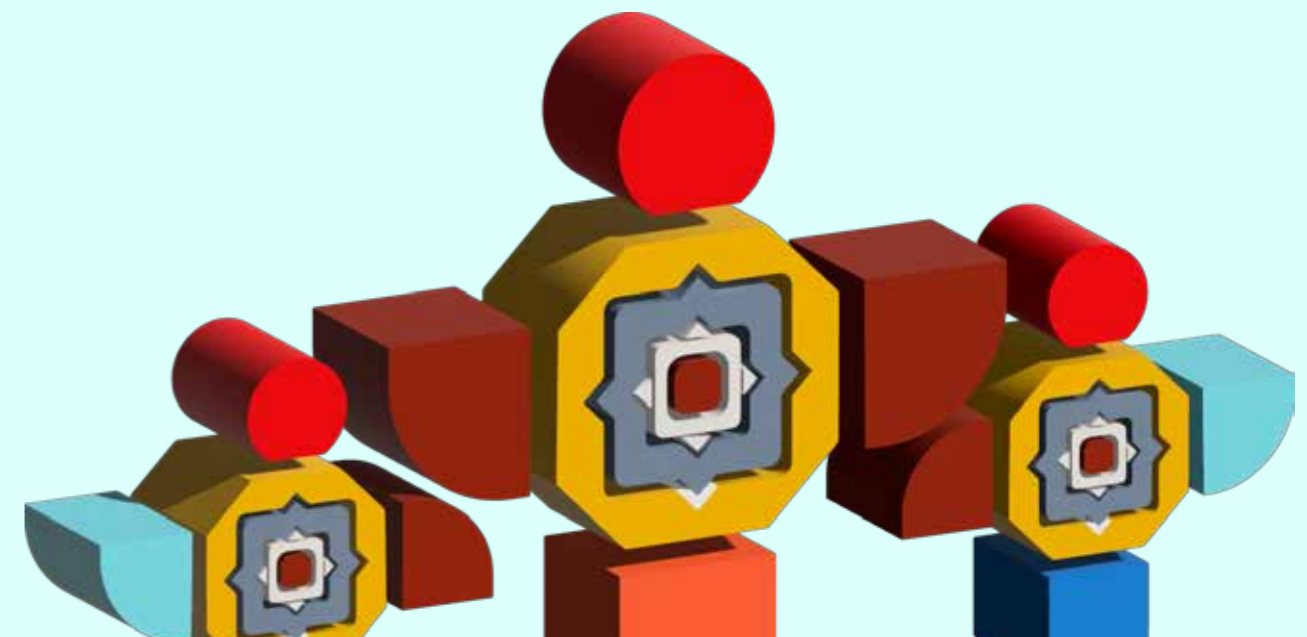


# HOW CAN I PARTICIPATE





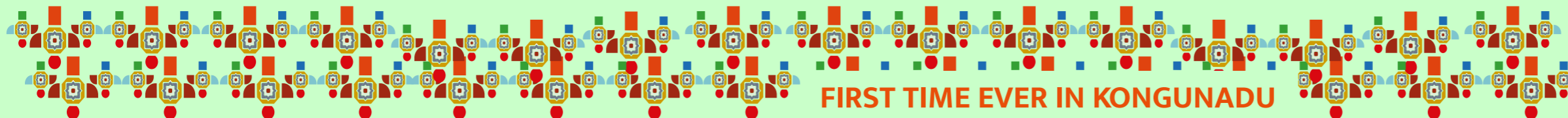
- BE A SPONSOR
- BE AN EXHIBITOR
- BE A VISITOR





# CHETTINADU THIRUVIZHA – A WALK THRU

Venue	Activity
Mogappu	Chettinadu Temples – where all Nagarathar temples are showcased Chettinadu Arungatchiyagam – an interactive museum on Chettinadu heritage
Irاندam Kattu	Kadai Veethi – shop everything that’s truly Chettinadu & more..
Nadu Vaasal	En Kai Vannam – learn to make Chettinadu items with your own hands. Odi Vilayadu – back in time for the joy of playing
Panthi Kattu	Chettinadu Virundhu – where sumptuous & authentic Veg and Non-Veg delicacies are served



# JOURNEY OF ROYALTY PASS VISITORS

Priced at : **Rs.1,000/-** per pax all inclusive  
Timings: **9.00am - 9.00pm**  
Food timings to be pre-booked

Get a feel of Chettinadu  
**History & Culture**



A warm reception  
with a **welcome Drink**

selfie with Unique  
**Chettinadu Jewellery**



Pray @ **Chettinadu  
Temples**



Get to make Athangudi tiles,  
Kottan weaving @ **En Kai Vannam**



Visitors will turn  
Master Chef @ **Aduppadi**



Authentic Veg and Non-Veg  
food served @ **Panthi Kattu**



Shop till you drop  
@ **Irاندam Kattu**



Discover the real child  
in you @ **Odi Vilayadu.**



To get your Royalty Passes contact:  
S. Alagappan - 98940 20509  
N. MV Alagappan - 94872 87223  
AR. Arunachalam - 94433 33069

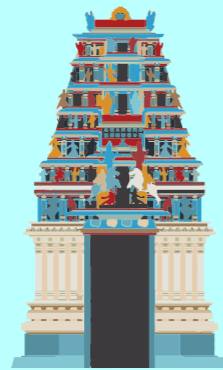


# JOURNEY OF VISITORS

Entry Free

Timings: 9.00am - 9.00pm

Get a feel of Chettinadu  
**History & Culture**



Pray @ Chettinadu  
Temples

Get to see making of Athangudi tiles,  
Kottan weaving, ..



Shop till you drop



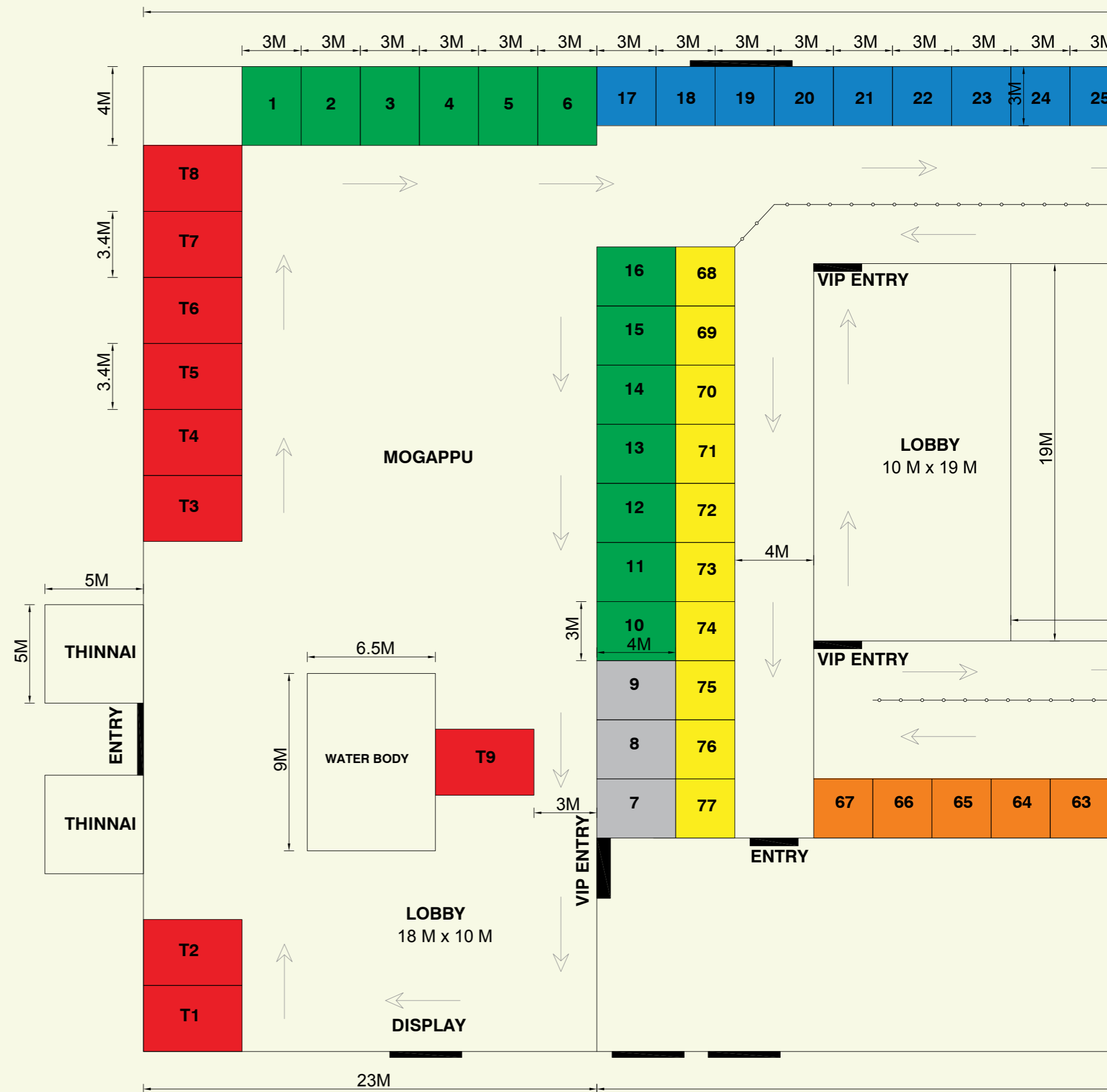
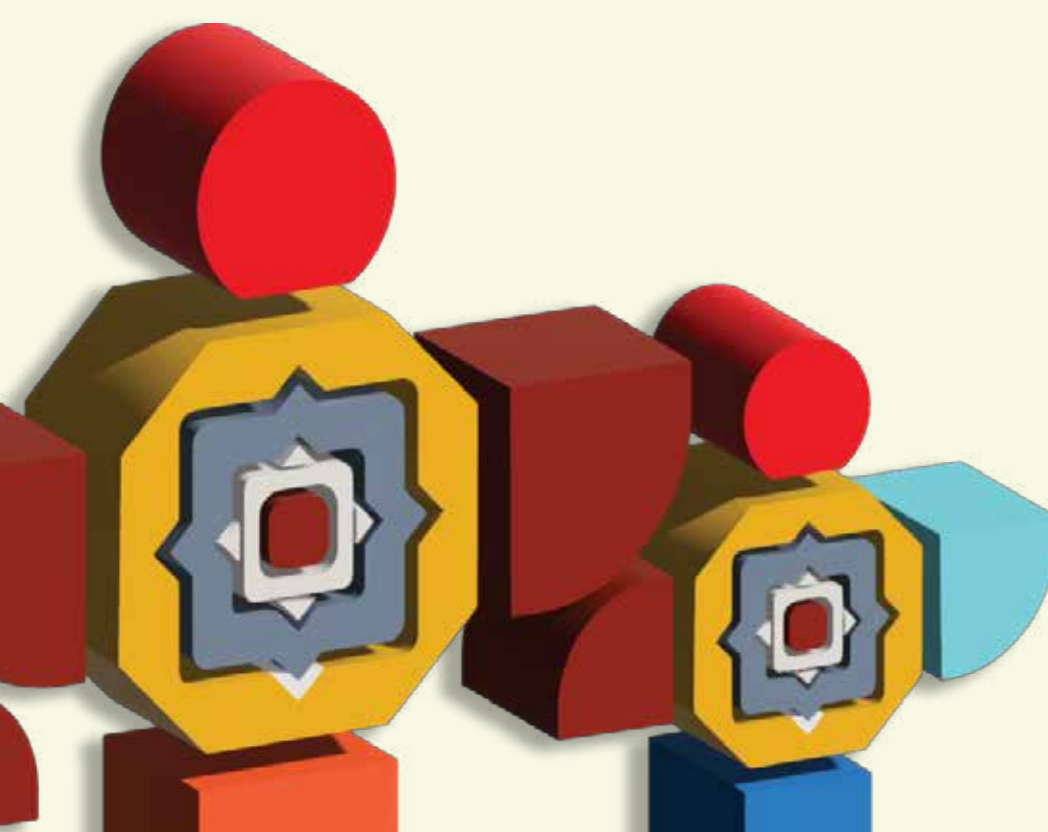
A peek into Chettinadu  
Cuisine

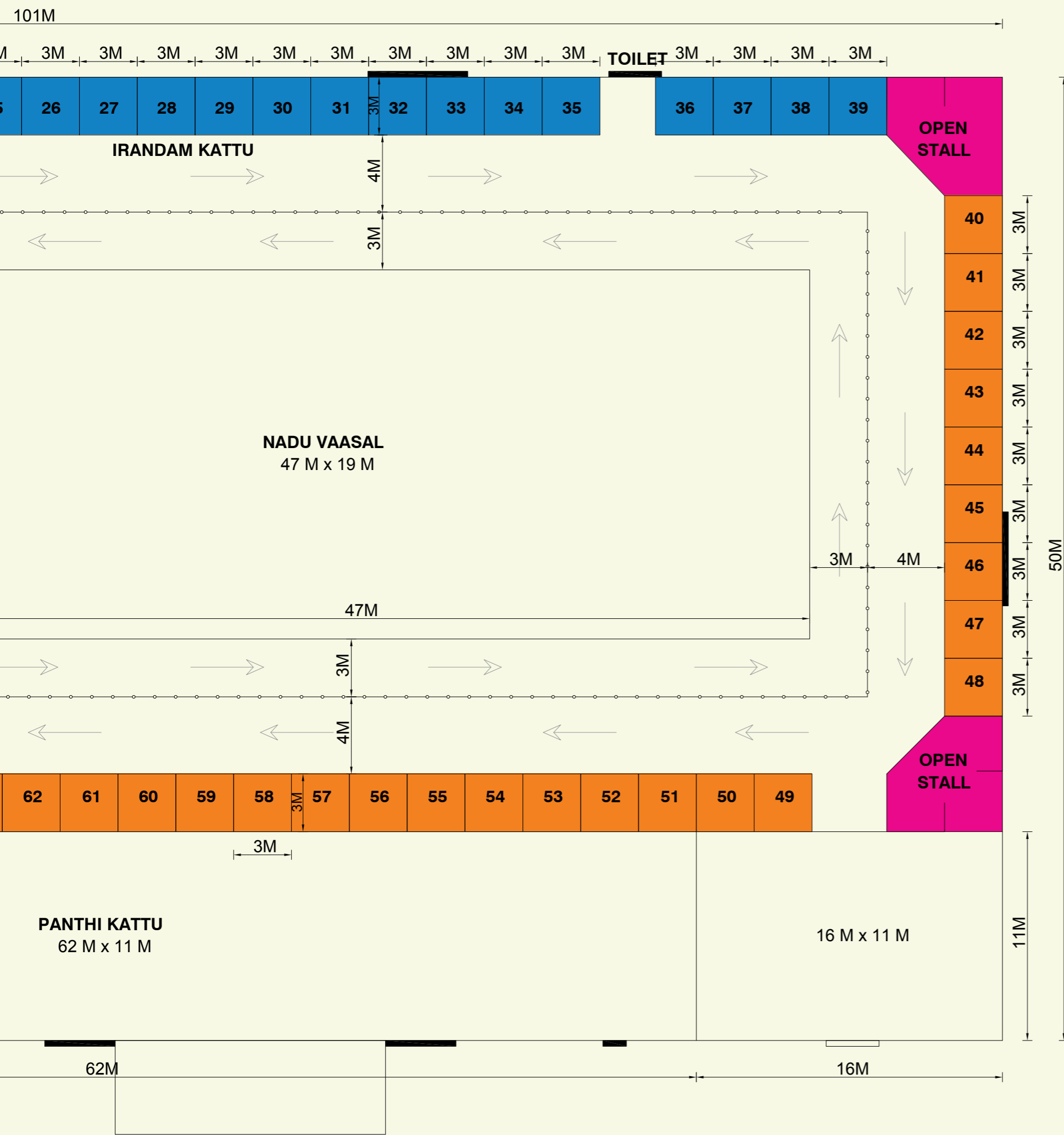




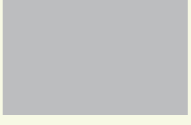


Treat yourself with  
Chettinadu snacks



# FIRST TIME EVER IN KONGUNADU



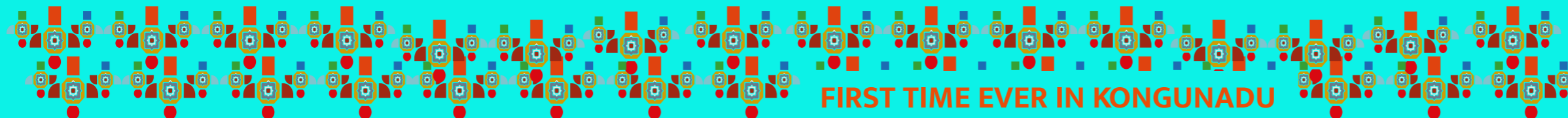


-  35,000/- + GST
  - Premium Large**
  -  25,000/- + GST
  - Premium Medium**
  -  30,000/- + GST
  - Standard Large**
  -  20,000/- + GST
  - Standard Medium**
  -  **Start-ups Enclave**
- \*GST @ 18%



# ● EXHIBITOR BENEFITS

- Unique two strands are used to reach the upmarket elite crowd.
- Exclusive pre-sold Royalty Passes will bring in the elite crowd of Coimbatore
- Media Blitz to reach and cover all strata of Coimbatoreans
- Reach to all Nagarathars across Tamilnadu
- Opportunity to showcase your product to the upmarket consumers of Coimbatore
- Quality time and longer duration of each footfall due to many engaging activities



# **STALL PROVISIONS**

Table - 4 ft x 2 ft - 2 nos, Chair - 2 nos

Plug Points - 15 amps - 2 nos

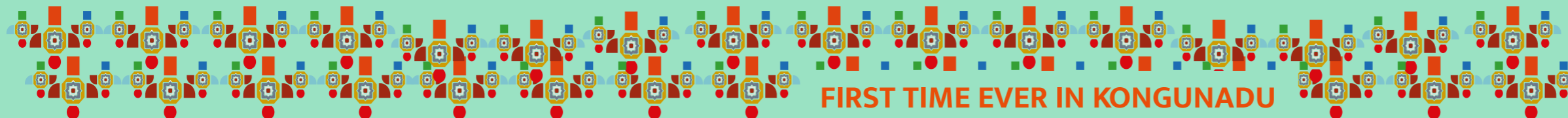
Working Breakfast, Lunch and Dinner for 2 persons

**To partner with us contact :**

V Saravanan - 98423 36186

OL Subramanian - 99444 68064

VE Ramesh - 98940 64741





# **SPONSOR BENEFITS**

- **Enhanced Brand image by associating as a partner to a unique, first of its kind, event @ Coimbatore.**
- **Reach to all Nagarthars across Tamilnadu & beyond**
- **Reach to select high disposable income group of Coimbatore**

**To partner with us contact :**

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# SPONSOR ENTITLEMENTS

	Title	Platinum	Gold	Silver
No of slots	1	2	3	5
Part of Event name and Logo in all promotions	Y			
Promo Video at Chettinadu Arangam	1 min every one hour – 12 times a day	30 secs every two hours – 6 times a day		
Exclusive Standees with a message / communication @ Venue	10 nos	5 nos	3 nos	1 no
Print collaterals – Brochures, ID cards, Event pamphlets, etc	Front	Front	Back	Back
Paper Advertisement ( If any )	Y	Y	Y	
Main Arch	Y	Y	Y	Y
Display Boards / Standees - common	Y	Y	Y	Y
MC Announcements	Y	Y	N	N
Royalty Pass	20	10	6	4



THANK YOU  
Chettinadu  
THIRUVIZHA  
2023  
Eat. Shop. Enjoy

