

Rangoli

STREETS of HYDERABAD

The word "Rangoli" is written in large, bold, red letters with orange outlines. It features decorative elements like small red fireworks and a stylized sun or moon rising behind a building with domes. Below "Rangoli", a red banner contains the words "STREETS of HYDERABAD" in yellow, outlined in orange. The background is a warm-toned illustration of a city skyline with various minarets and domes.

March 28th-31st

SPONSORSHIP BROCHURE

ABOUT PEARL'24

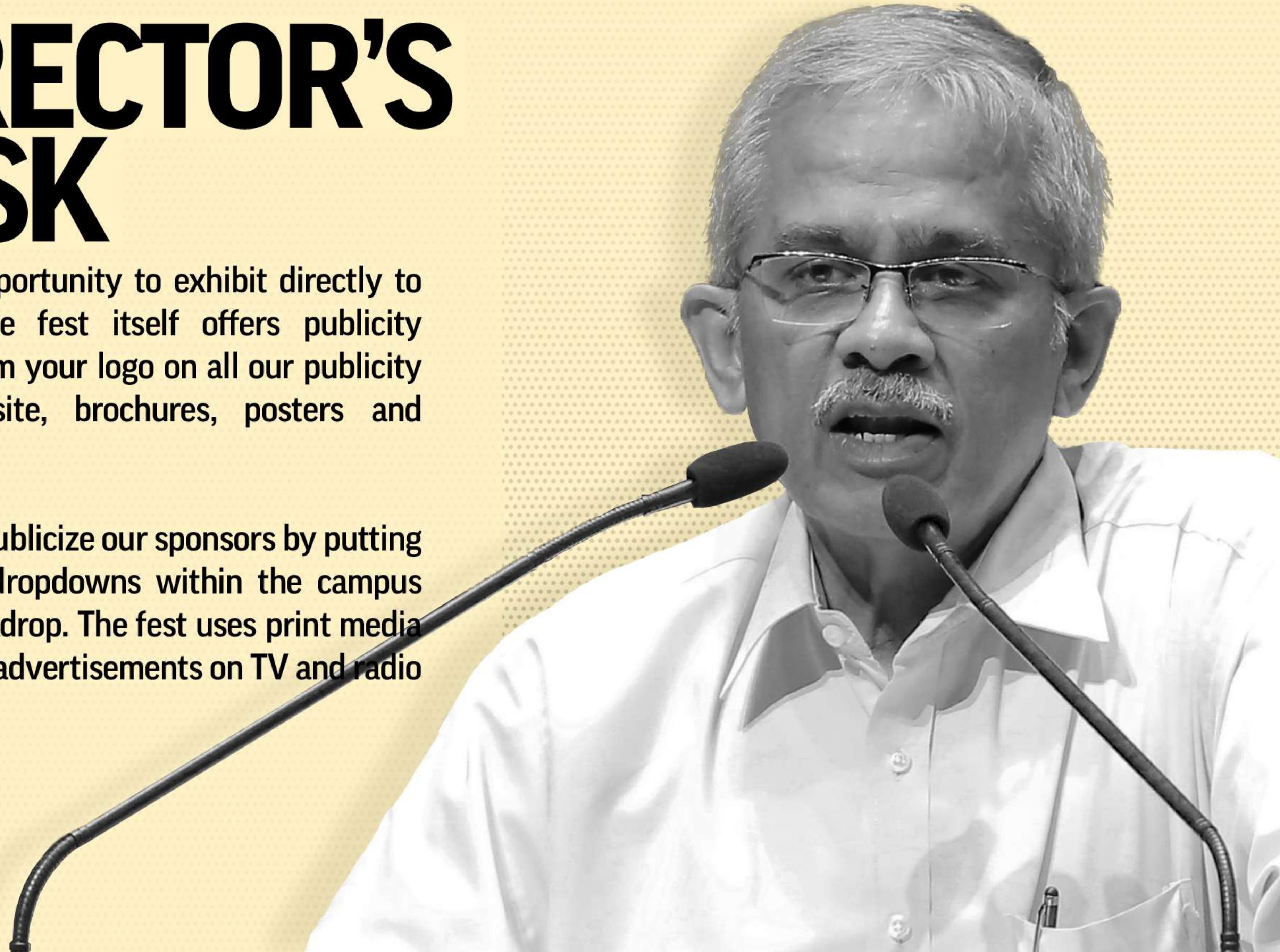
Pearl is the annual national cultural fest of BITS Pilani, Hyderabad Campus. Incepted in 2009 as an intra-college festival, a year after the foundation of BITS Pilani, Hyderabad, the fest grew into a national level college cultural fest with participation from more than 50 colleges across India. Pearl hosts a variety of cultural events and competitions which include music, dance, literary, photography and quizzing. The fest also hosts talks and pro-shows with celebrities and bands of national and international renown appearing and/or performing during the fest in the 9 years since its inception. This year's travel theme is just one more reason to look forward to the annual cultural fest that we know and adore.



FROM DIRECTOR'S DESK

The fest is a splendid opportunity to exhibit directly to your target market. The fest itself offers publicity opportunities ranging from your logo on all our publicity content, like our website, brochures, posters and certificates.

Apart from this, we also publicize our sponsors by putting up flexes, banners and dropdowns within the campus apart from the stage backdrop. The fest uses print media like newspapers and also advertisements on TV and radio to publicize.



PHOTOGRAPHY

MUSIC

DANCE

DRAMA



EVENTS AT PEARL '24

01.

GLITTERATI

GLITTERATI IS THE ANNUAL FASHION SHOW OF BITS PILANI, HYDERABAD CAMPUS. THIS IS A MAJOR CROWD PULLER DURING THE FEST AS FASHION DESIGNERS FROM REPUTED INSTITUTIONS LIKE NIFT COME TO COMPETE IN THIS OSTENTATIOUS EVENT. IN PREVIOUS YEARS, VARIOUS BRANDS INCLUDING RST RETAIL AND AZRA WERE THE EVENT SPONSOR FOR GLITTERATI WHICH WAS BRANDED EXTENSIVELY IN THE WIDE PLETHORA OF BRANDING AVENUES ALONG WITH NUMEROUS OTHER SPONSORS DURING THE FEST. MODELS' CATWALK SETS THE STAGE ABLAZE AS A EUPHORIC CROWD GAZES AT THEM WITH AMUSEMENT.





TILL DEAF DO WE PART

02.

THIS IS QUITE ARGUABLY THE SIGNATURE EVENT OF PEARL. PRELIMINARY ROUNDS ARE HELD IN VARIOUS CITIES LIKE BANGALORE, CHENNAI, KOLKATA, DELHI, HYDERABAD, AND MUMBAI. UNDOUBTEDLY ONE OF THE BEST PLATFORMS IN THE COUNTRY FOR SEMI-PROFESSIONAL BANDS, 6 TEAMS MAKE IT TO THE FINALS AND THE WINNER GETS TO OPEN FOR THE PROFESSIONAL ACT APART FROM THE HUGELY ATTRACTIVE PRIZE MONEY.



03.

TERPSICHORE

IF THERE'S ANYTHING BETTER THAN A DANCER, IT'S A TEAM OF DANCERS BATTLING OUT TO OUTSHINE EACH OTHER. PRESENTING TERPSICHORE, THE GROUP DANCE COMPETITION WHERE THE BEST OF COLLEGE TEAMS ACROSS INDIA GIVE IT THEIR ALL TO WIN THE BIG PRIZE.



NUKKAD NATAK

04.

AT PEARL, WE BELIEVE IN THE POWER OF ART AND EXPRESSION, AND ONE OF OUR SIGNATURE EVENTS THAT EPITOMIZES THIS BELIEF IS THE 'NUKKAD NATAK', NOT JUST A PERFORMANCE, BUT A DYNAMIC FORM OF STORYTELLING THAT OFFERS VIBRANT PERFORMANCES UNFOLDING AMONGST THE CHAOS OF EVERYDAY LIFE, CAPTIVATING AUDIENCE WITH RAW EMOTIONS, THOUGHT-PROVOKING NARRATIVES AND SOCIAL COMMENTARY. NUKKAD NATAK IS ALL ABOUT SPARKING CONVERSATIONS AND TRANSCENDING TRADITIONAL THEATRICAL BOUNDARIES. COME, JOIN US TO LET THE DRAMA UNFOLD AND MAKE EVERY CORNER A STAGE AND EVERY PERFORMANCE A LASTING IMPRESSIONS.



05.

HAHA-HUNT

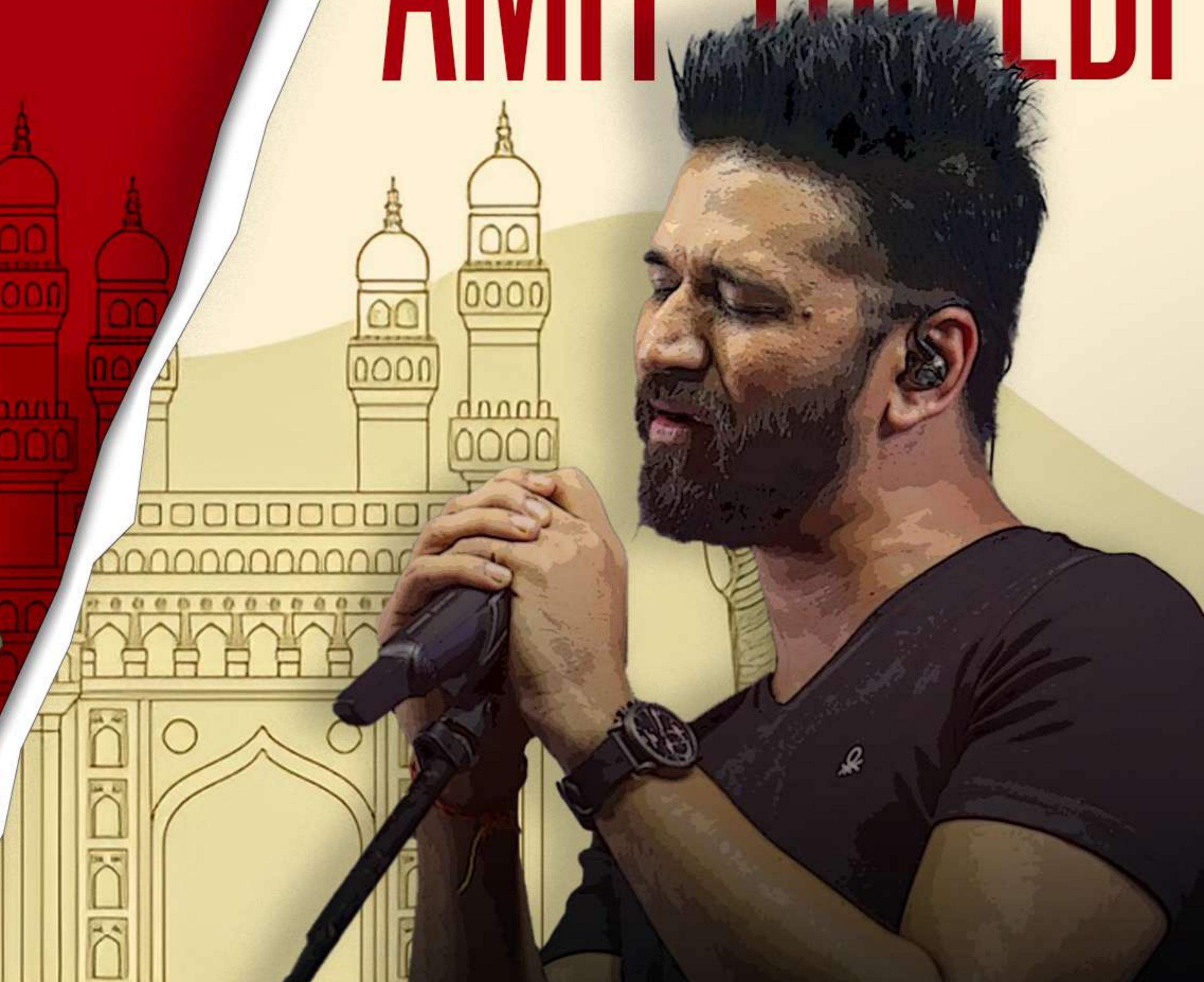
HAHA HUNT IS THE PREMIERE STAND-UP COMEDY SHOW-DOWN OF PEARL. LOADED WITH CASH & KIND PRIZES GREATER THAN MOST COLLEGE COMPETITIONS, IT HAS MANAGED TO ATTRACT THE TOPMOST FRINGE TALENT FROM ACROSS THE COUNTRY. TO TRULY REPRESENT THE DEMOGRAPHIC, REGIONAL ROUNDS ARE ORGANIZED IN 4-5 MAJOR CITIES & WINNERS ARE INVITED TO THE FINALS DURING PEARL.



SONU NIGAM



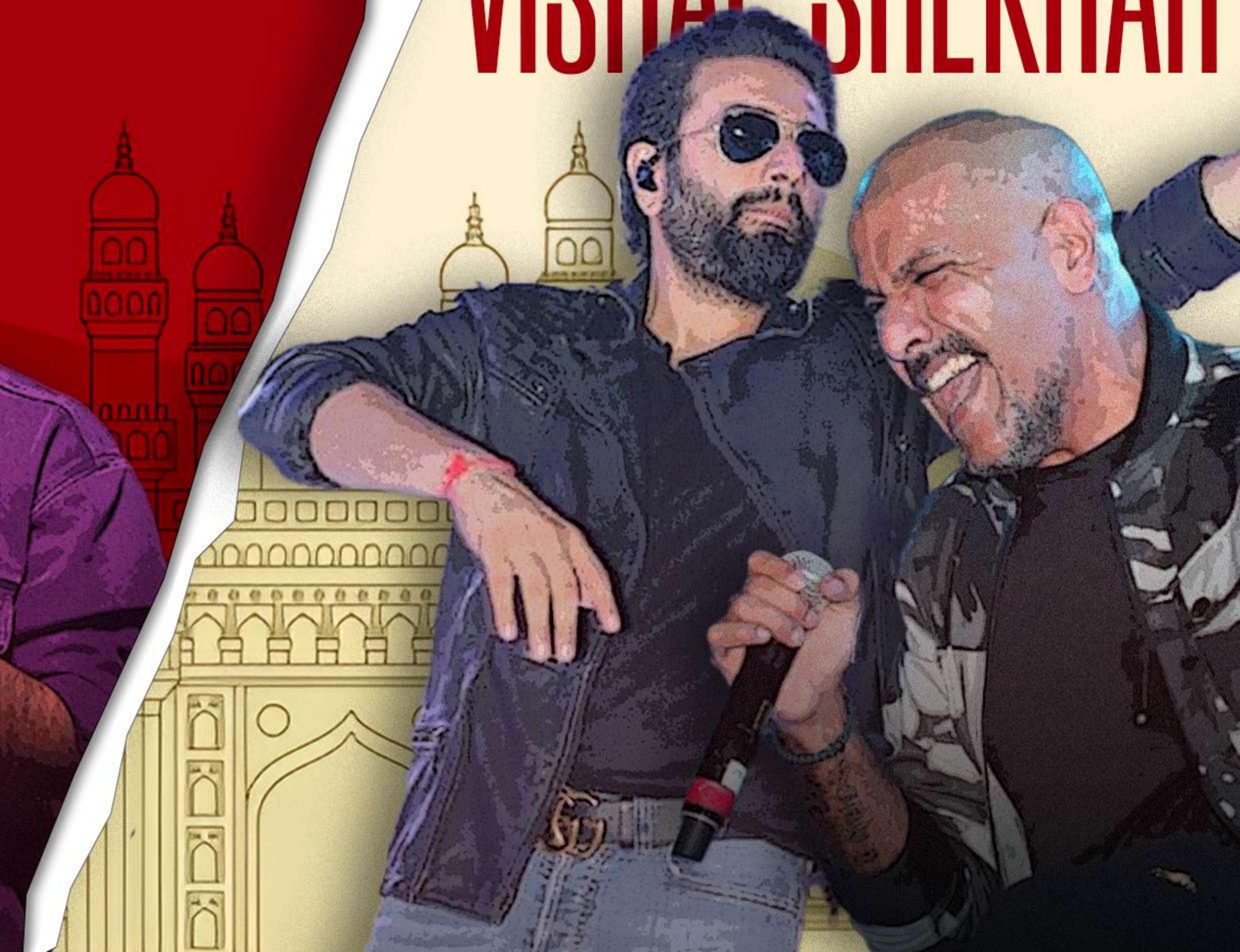
AMIT TRIVEDI



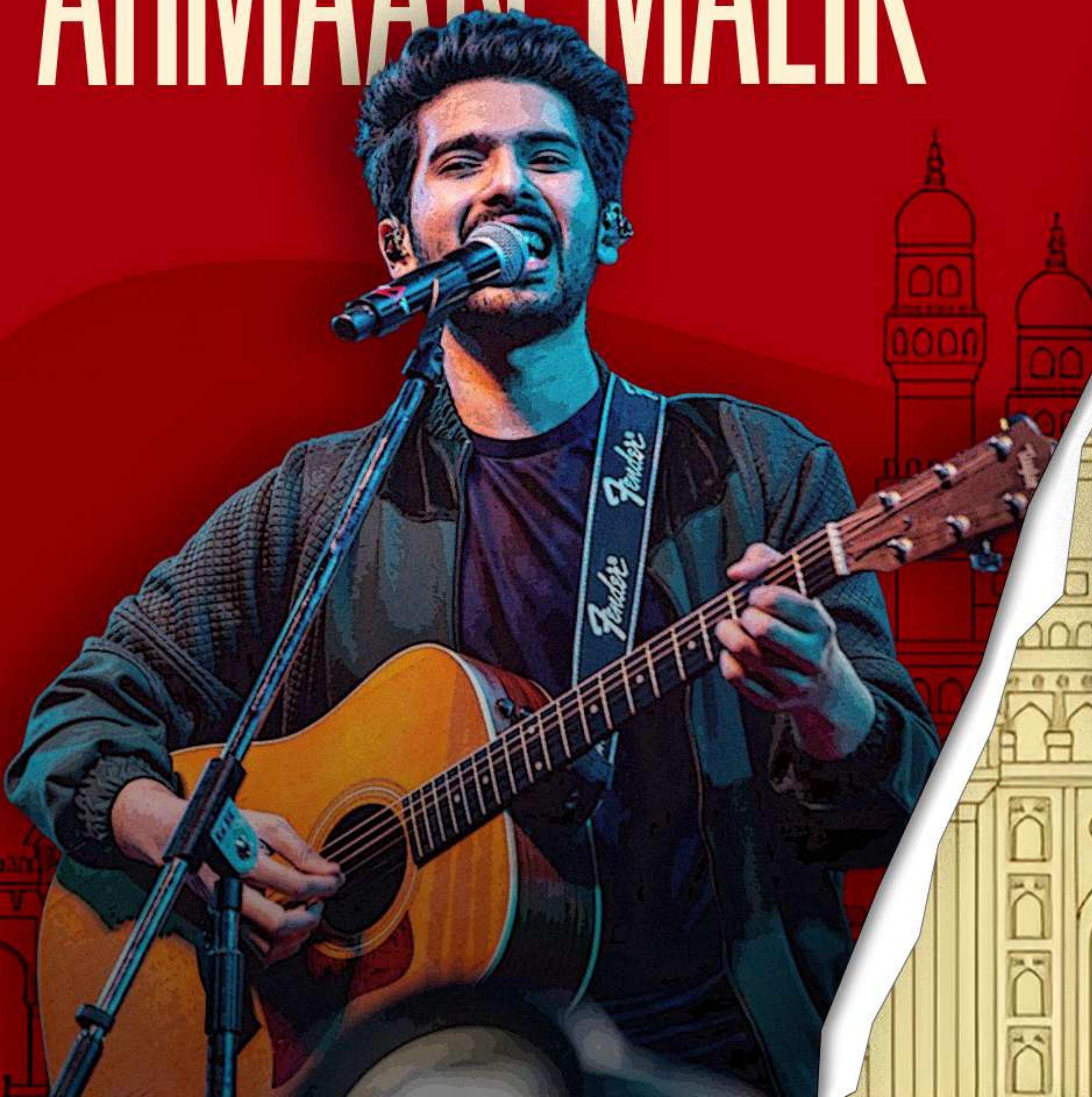
SANAM



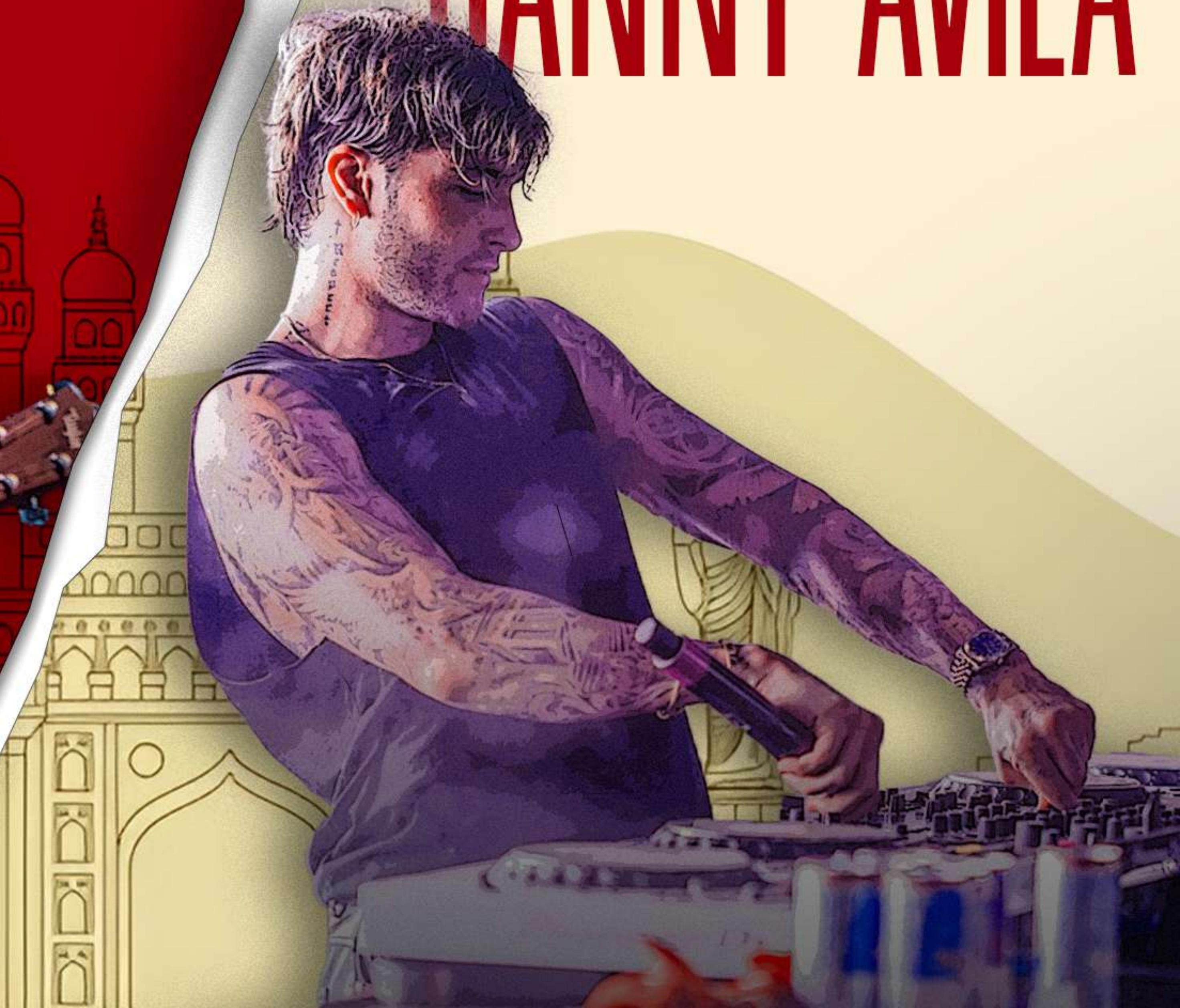
VISHAI SHEKHAR



ARMAAN MALIK



DANNY AVILA





NANI

FARHAN
AKHTAR

VARUN
DHAWAN

VICKY
KAUSHAL

MRUNAL
THAKUR

ZAKIR
KHAN

OUR SPEAKERS



JAVED
AKHTAR

ANURAG
KASHYAP

SHASHI
THAROOR

R
MADHAWAN

ADIVI
SHEESH

SHRI. VENKAIAH
NAIDU

SOCIAL CAUSE

Pearl is all spruced up to unfurl a completely new dimension. This time, it will be widening horizons by giving an impetus to work for a social cause, as a mark to give away one's bit towards humanity. We being the capable denizens of this planet must channelize our skill and resources, to be the winds of change in a fellow's life. Pearl '24 renders that forum to be a lantern of hope for society.

PAST DEMOGRAPHICS



NATION WIDE REACH

800 posters sent to 800 colleges all over India. The response to the publicity was visible in the footfall of all these days of the festival with an attendance of 35,000.

CITY BILLBOARDS

All hoardings carrying the name of our proud sponsors were put up for 3 weeks before Pearl catching eyes of over 2,00,000 Hyderabadi each day

Pearl is more than just a fest. It is the confluence of the hopes and aspirations of the 2500 students of BITS Pilani Hyderabad Campus.

With every edition of the fest, it has grown bigger and better. It goes without saying that the footfall has mirrored this trend. It is not just in numbers, that we have grown, but in quality and maturity. Today, Pearl is a name recognized not only in Hyderabad, but even the more distant parts of the country.



KIOSKS



BANNERS



HOARDINGS



LED SCREENS



STANDEES



DROPPEDNS

MARKETING AVENUES



WEBSITE
HITS

2,00,000+
HITS



FOOTFALL

35,000+
FOOTFALL



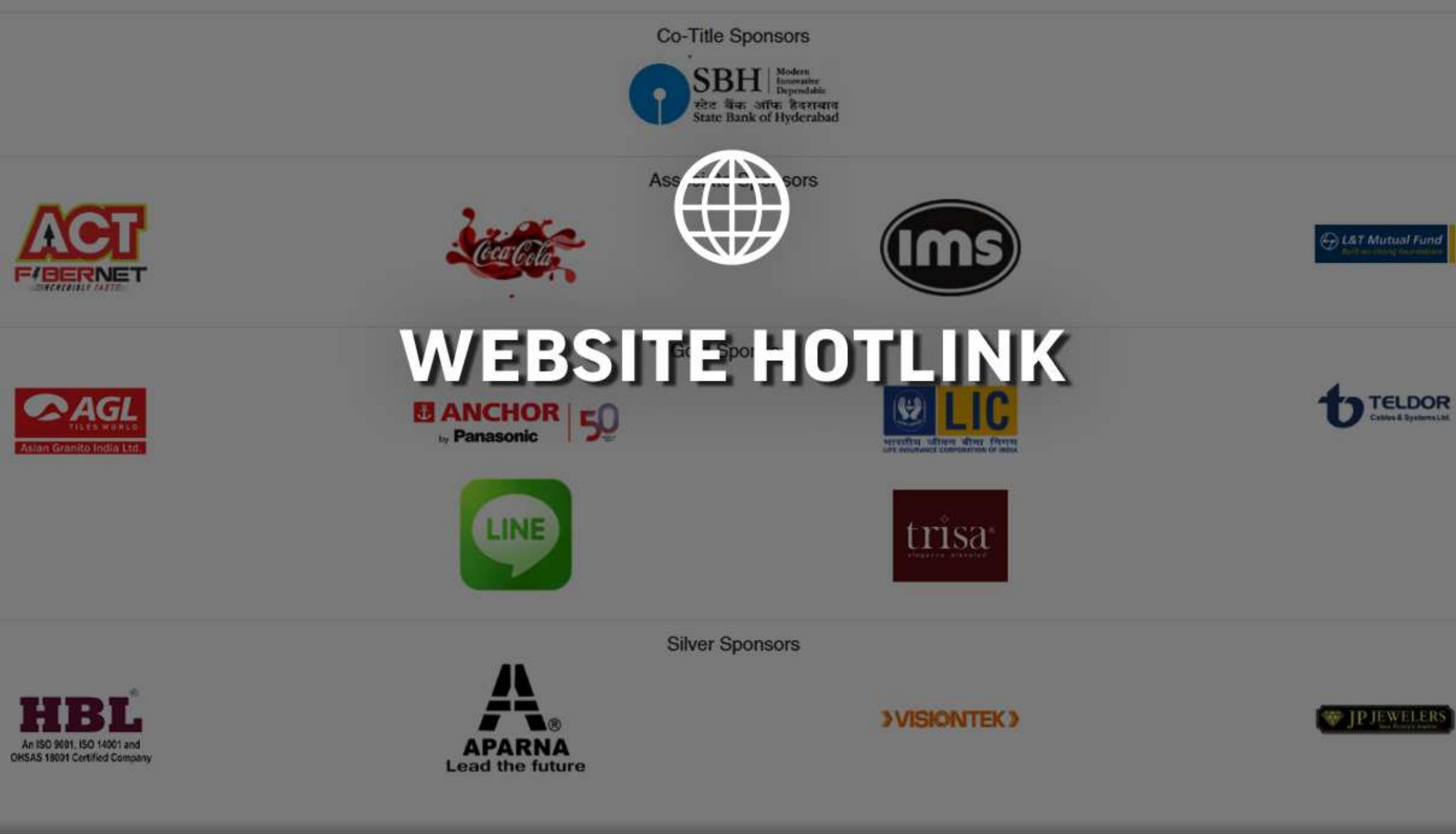
INSTAGRAM

30,00,000+
REACH



PARTICIPATION

10,000+
PARTICIPATION



A CARNIVAL OF EVENTS

Pearl, BITS-Pilani Hyderabad @bitspearl

MARCH 17-19

FACEBOOK

L&T Mutual Fund
BITS-Pilani Hyderabad's semi-pro band competition is back.
COMING SOON
Mail us at: tilldeafphc@gmail.com

84% response rate
Typically replies within a day

Pearl is the National Annual Cultural Festival of the Birla Institute of Technology and Science Pilani, Hyderabad Campus.

Pearl'17 : 16th - 19th March.

22,132 Likes
Jaideep Sai and 478 other friends like this

A CARNIVAL OF EVENTS

Pearl, BITS-HYD @Pearl_bitsh

MARCH 17-19

TWEETS 328 FOLLOWING 27 FOLLOWERS 311 LIKES 17

TWITTER

Pearl, BITS-HYD @Pearl_bitsh · Jan 2017
(3/3) Rules and regulations -
docs.google.com/document/u/2/d/...

New to Twitter?
Sign up now to get your own personalised timeline!

Sign up

INSTAGRAM

pearl.bitsh

21 posts 429 followers 0 following

Pearl, BITS Hyderabad A Carnivalesque Episode. March 16-19, 2017 www.bits-pearl.org

ONLINE PHOTOGRAPHY COMPETITION

INSTAGRAM

MERRY CHRISTMAS

ONLINE PHOTOGRAPHY COMPETITION

BITS IN MEDIA

ಕರ್ನಾಟಕ ಪೆರಲ್-16



ವಿದ್ಯಾರ್ಥಿ ಚೆತಿಲೀನೆ ದೇಶ ಭವಿತ

శ్రీకిసత్తు వ్యవస్థాపక అధ్యాత్మికు జయపూర్వాలే నారాయణ



మ్యాజిక్ హోరు.. హుషారు



ఐటీలో జాతీయ సొంస్కృతిక ఉత్సవాలు | మార్చి 2014

ప్రా-2014 విషయాల ప్రారంభం దిన రిపర్టు లాండ్ విల్, లండ్ డ్యూక్స్ మెన్స్



80



బట్టలో ముగిసిన



విద్యార్థులు నాయకత్వ లక్ష్మణులు
అలవర్చుకోవాలి: గోపిచంద్ కాటుగడ్

కామీర్పేట రూరల్, స్వాన్సెల్లిన్స్: విద్యార్థులు నాయకత్వ లక్ష్మణ లను అలవర్పుకోవాలని జనరల్ ఎలక్ట్రికల్ గ్రోబర్ రీసర్చ్ అండ్ టెక్నాలజీ డెవలప్మెంట్ ఎండ్ గోపిచంద్ కాటుగడ్డ అన్నారు. బిట్ట్ పిలానీలో నాలుగు రోజుల పాటు నిర్వహిస్తున్న ‘ఫర్ట -2014’ కార్బూక్టమానికి గురువారం ర్యాషి ఆయన ముఖ్యమంత్రిగా విచ్చేసి మాట్లాడారు. బిట్ట్ డైరెక్టర్ పీఎస్ రావ్ మాట్లాడుతూ.. విద్యార్థులు నిర్వహించే ప్రతి కార్బూక్టమానికి సహాయసహకారాలు అందిస్తామన్నారు. కార్బూక్టమంలో ప్రాఫేసర్లు, విద్యార్థుల తల్లిదండ్రులు పాలొన్నారు.

THE TIMES OF INDIA

నాయకుడైనా నడిపించండి

దాన్సీపారిష (ఆమీర్‌పేట, శుక్రవారి):
ప్రతి విషయ విషయ పర్ఫెచన్ పొందుతుని
గాయకర్త లక్ష్మణాలను అఱపర్చుచుంచే ఏ
రంగంలోనై రాజేంద్రవర్ధి తేఱ గృహర
రీస్‌గ్రం డాక్టర్ బిశ్వాపథి బెషపలచుమాద మాన
ఎగ్గ దైర్క్యర కాట్లగడ్ గోరంద అప్పిట్
యమ్మారు. గాయారు లభి చిట్టి (మిల్ల
ఎంబ్రైయార్ల అప్ బిశ్వాపథ అండ దైప్పి)
పీటారీ లైటరాబ్ ప్లాంగంలో నాయక
రోప పొయి నిర్మించే 'పెర్ట-2014'
ప్రార్థించి ప్రార్థించి ప్రార్థించి

- ▶ కాట్లగడ్ గోర్పిచంద్
- ▶ జట్లో ఘనంగా పెరలో-2014 ప్రేరంభం



ఉన్నాడను వివరిస్తూ విద్యార్థులను ఉత్సవం కొని అమెరికాలోని పాల్టో యూనివేరిటీలో బాగా శియు చిద్యుల్లి సంహారికి నాయికలీగా ప్రమహరించి భారతియు పంగించి దిస్టిమో ప్రస్తావాలను నిర్వహించాడున్నాడు. విద్యార్థులు సంఘాల్లో తెంపు బ్యాంకాలం వారీగా ర్యాయ నిర్వహించయి ప్రపంచ పట పట లాఫల్లై అపాహాన పెట్టారుతుండని తెప్పాడు. దిట్టి పిటారీ ప్రైవాట్ బ్యాంకులకు కైర్పెక్కున్న ప్రాపణ ని. ఎన్ని రావు ప్రాపణాల్ని ప్రాపణ కిట్టి ప్రైవాట్ బ్యాంకులను ఖాళీ స్థాయికి కీముక్కెళ్లానికి విద్యార్థులు

PAST SPONSORS



Title Sponsor



Exclusive Partner - Bollywood Night



Co-Title Sponsor



In Association with



In Association with



Powered By



Exclusive Partner - EDM Night



Exclusive Partner - Fusion Night



Exclusive Partner - Comedy Night



Associate Sponsor



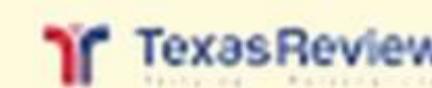
Till Deaf Do We Part Partner



Food Fest Partner



Terpsichore Title Sponsor



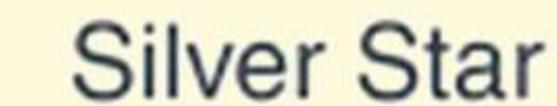
Education Partners



Special Association



Deodorant Partner



New dealer for Mercedes-Benz in Hyderabad

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Travel Partner



Cabs Partner



Dare Partner



Online Music Partner



Online Shopping Partner



Talent Partner



Media Partners



Online Publicity Partner



Online Publicity Partner



Digital Talent Partner



SMS Partner



Coupons Partner



Printing Partner



Steel Partner



Poker Partner

PAST SPONSORS



Flipkart



JET AIRWAYS

pepsi.



Idea

Coca-Cola *acer*



Panasonic



TONI&GUY

Reebok



GAR

WILDCRAFT



CYIENT



KTM

spykar



GIGABYTE™



एनटीपीसी
NTPC

FURTADOS
because you love music

Designed by
Devansh Dubey
Prakhar Dixit



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dosm@hyderabad.bits-pilani.ac.in
Head, Sponsorship and Marketing

Ritesh Bandaru
+91-8498888144
president@hyderabad.bits-pilani.ac.in
President, Students' Union