# Bharatpreneurs Conclave 2025 - Event Master Plan

## Introduction

Bharatpreneurs Conclave 2025 is India's biggest SME & MSME business conclave happening on \*\*27th June 2025\*\* at \*\*The Leela\*\* with a gathering of \*\*3000+ Entrepreneurs, Business Owners, and Industry Leaders\*\*. The event will offer networking opportunities, knowledge-sharing sessions, and business promotions to uplift the Bharatpreneurs community.

## Vision & Objective

To create a powerful platform where MSMEs and SMEs from across India can connect, collaborate, and grow their businesses by learning from top industry leaders and networking with potential clients, partners, and investors.

## 1️⃣ Event Overview

Date: 27th June 2025   
Venue: The Leela   
Expected Attendees: 3000+   
Event Type: Business Conclave   
Target Audience: SMEs, MSMEs, Entrepreneurs, Startups & Business Leaders

## 2️⃣ Event Agenda (Tentative)

• Registration & Welcome Networking – 9:00 AM - 10:00 AM   
• Keynote Sessions – 10:00 AM - 12:00 PM   
• Panel Discussions – 12:00 PM - 1:00 PM   
• Networking Lunch – 1:00 PM - 2:00 PM   
• Business Expo & Expo Stalls Visit – 2:00 PM - 4:00 PM   
• Business Showcases & Pitching Sessions – 4:00 PM - 5:00 PM   
• Award Ceremony & Closing Keynote – 5:00 PM - 6:00 PM   
• Hi-Tea & Networking – 6:00 PM - 7:00 PM

## 3️⃣ Ticket Categories

• Standard Pass (₹999)   
✔️ Workshops & Keynotes Access   
✔️ Hi-Tea   
 Networking Opportunities   
❌ Memento   
❌ Speaking Opportunity   
❌ Standee Display   
  
• Premium Pass (₹9,999)   
✔️ Workshops & Keynotes Access   
✔️ Lunch + Hi-Tea   
✔️ Networking Opportunities   
✔️ Standee Display   
❌ Business Video Showcase   
  
• VIP Pass (₹24,999)   
✔️ Workshops & Keynotes Access   
✔️ Lunch + Hi-Tea   
✔️ Networking Opportunities   
✔️ Standee Display   
✔️ Business Video Showcase   
✔️ Complimentary Memento

## 4️⃣ Sponsorship Packages

• Title Sponsor – ₹10,00,000 (Exclusive)   
• Platinum Sponsor – ₹5,00,000 (3 Slots)   
• Gold Sponsor – ₹3,00,000 (6 Slots)   
• Associate Sponsor – ₹2,00,000 (10 Slots)

## 5️⃣ Expo Stalls

Total Stalls: 50   
Price: ₹50,000 Per Stall   
Includes: 1 Table, 2 Chairs, Backdrop Branding, and Business Promotions

## 6️⃣ Marketing Plan

• Instagram & LinkedIn Promotions   
• WhatsApp Broadcast Campaigns   
• Email Newsletters   
• BNI & Business Network Partnerships   
• Influencer Marketing   
• Press Releases

## 7️⃣ Revenue Model

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| --- | --- | --- |
| Revenue Source | Units Sold/Partners | Total Revenue (₹) |
| Standard Pass (₹999) | 700 Tickets | 7,00,000 |
| Premium Pass (₹9,999) | 200 Tickets | 2,000,000 |
| VIP Pass (₹24,999) | 100 Tickets | 2,500,000 |
| Title Sponsor (₹10,00,000) | 1 Sponsor | 10,00,000 |
| Platinum Sponsor (₹5,00,000) | 3 Sponsors | 15,00,000 |
| Gold Sponsor (₹3,00,000) | 6 Sponsors | 18,00,000 |
| Associate Sponsor (₹2,00,000) | 10 Sponsors | 20,00,000 |
| Expo Stalls (₹50,000) | 100 Stalls | 50,00,000 |
| Business Video Showcase (₹25,000) | 50 Businesses | 12,50,000 |
| Standee Displays (₹15,000) | 200 Businesses | 30,00,000 |
| MSME Digital Service Partnerships (₹3,00,000) | 5 Partners | 15,00,000 |
| Food & Beverage Partnerships (₹5,00,000) | 2 Brands | 10,00,000 |
| Total Estimated Revenue | — | 23,250,000 |

## Expense Estimation (Breakdown)

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| --- | --- | --- |
| Expense Category | Description | Estimated Cost (₹) |
| Venue | The Leela Banquet Hall & Conference Setup | 10,00,000 |
| AV Setup | Sound, LED Screens, Mics, Stage Setup | 5,00,000 |
| Speaker Fees | Guest Speakers & Panelists | 5,00,000 |
| Food & Beverages | Lunch + Hi-Tea for 3000 People | 7,00,000 |
| Marketing | Social media, Influencer Marketing, Ads | 10,00,000 |
| Staff & Logistics | Volunteers, Security, Transport | 5,00,000 |
| Total Estimated Expenses | — | 42,00,000 |

## 9️⃣ Execution Plan

• March: Ticket Launch + Sponsorship Pitches   
• April: Speaker Announcements + Stalls Booking   
• May: Marketing Campaigns + Ticket Push   
• June: Event Final Preparations + Last-Minute Registrations

## Conclusion

Bharatpreneurs Conclave 2025 is going to be a game-changer for MSMEs and SMEs across India. With the right execution, marketing, and partnerships, this event will set a new benchmark in the Indian business ecosystem.