



THE TRAVELLING KITCHEN

INDIA HERE WE COME

FUN FIT FEST FEAST

About

THE TRAVELLING KITCHEN

- ◆ Carefully Curated Culinary Roadshow
- ◆ Coveted F&B brands from Tier-1 Cities
- ◆ Food that clicks because its different
- ◆ A Fun-Food-Fest-Feast over 3 Days in some of the fastest developing cities
- ◆ Targeting both, 'Mass' & 'Niche'
- ◆ Celebrating the Spirit of Community with various activities tied together by the core element of food





About **OUR FOUNDER**

Quotient Consultancy Services – one of the country's most coveted brand management firms -as the founding entity behind the 'The Travelling Kitchen!' project with former senior freelance journalist & Brand Consultant Bharat Atwal at the helm

Powered by a team of Brand Development professionals & Partnering with area-specific influencers to help establish and drive brand recognition & identity development

- ❖ Shabnam Singhal is the Managing Partner of SIRIUS D&E which is a luxury International Property Consultant belonging to Singhal group of companies.
- ❖ Singhal belongs to top 100 families of India having a strong political and business background.
- ❖ Sirius D&E is a part of a multi diversified Singhal group of companies involved in various fields such as Biotechnology, Software Developments, Real Estate. Our Group companies are i.e. Biotech International Ltd., Computronics International Ltd., Chemical International Ltd, Vipps Centre, Manvi Investment among others.
- ❖ Ms Singhal has diversified experience in the group of companies and has been in the industry for over 2 decades and achieved success in product development and marketing.
- ❖ Sirius D & E also have an exclusive mandate for Delhi One Luxury retail (Four Seasons Retail) and now mandated for Four Seasons Pvt Residencies and various other luxury hotels and malls. It is the largest Four Season project on this side of the planet.
- ❖ Under Singhal's leadership Sirius has pioneered the Luxury real estate in India is now diversified into the exclusive realm of Luxury events with Sirius Luxury Affairs.
- ❖ Sirius Luxury Affairs offers customized services for quintessential luxury weddings, events & soirees that are designed to resonate with individual's personal style, elegance and standards.

About OUR EXCLUSIVE MARKETING PARTNER



Ms. Shabnam Singhal
Managing Partner/Owner
Sirius D&E and Sirius Luxury Affairs
www.sirius-ed.com
www.siriusluxuryaffairs.com



Why

THE TRAVELLING KITCHEN



- ◆ We love what we do... Can it get any better?
- ◆ Backed by key influencers who drive the beat of the city
- ◆ Tremendous outreach via rigorous marketing & PR tools
- ◆ A unique platform to engage the market at large
- ◆ The perfect 'dip-stick' into a market being explored by various brands
- ◆ More than just a place to eat - a destination to bond at with your friends and family
- ◆ Tie-ups with the community driven CSR initiatives



Our AUDIENCE

- ◆ Age Group - Just About Everyone!
- ◆ Targeting footfalls of 10,000 to 15,000 each day.
- ◆ How?
 - ◆ Hoardings, Standees and other 'placed' mentions at locations with high footfalls
 - ◆ Television Tie-ups & Print Advertisements
 - ◆ Radio Platform Engagement
 - ◆ Key Influencer Engagement across various TGs
 - ◆ Outreach via – emailers, fliers, flash mobs etc.
 - ◆ Schools and colleges
 - ◆ Clubs & Entrepreneur organisations, amongst others...





Highlights **TTK**

A festival that Celebrates the Spirit of a Community tied together by everyone's' love for food! Music, Activities for Kids, Retail, Food (Of course!) and much much more...

- ❖ Nutrition Classes with Celebrity Speakers
- ❖ Activities Focused on Overall Development
- ❖ Story-Telling Classes by Established Authors
- ❖ Fun Rides galore!
- ❖ Painting, Dance Choreography, Plays and More..





- ❖ A list of trendy retail outlets as carefully curated as our food brands
- ❖ Catering to a niche each time
- ❖ Curated in collaboration with established retail exhibition brands

- ❖ We have a Voice! Children Take the Stage
- ❖ Live Band Performances
- ❖ Renowned DJs
- ❖ Vocalists
- ❖ Genres from Jazz to Soul & Rock and Roll





- ❖ 'The Gourmand'
- ❖ 'GMs in A Curry'
- ❖ 'The Entrepreneurs Cook-Off'
- ❖ Chefs against Home Cooks
- ❖ Celebrity Chefs
- ❖ Organic and Gourmet Markets

- ❖ Meditation for your Soul
- ❖ Yoga your Mornings
- ❖ Zumba with the Best
- ❖ Dance –Feel the Burn
- ❖ Nutrition – Food that's be - 'FIT' - ing



India

HERE WE COME

A top-down photograph of various spices and herbs on a light-colored, textured surface. On the left, there are two bright red chili peppers and two green leaves. In the center, there is a small pile of yellow powder and a single black olive. The background is a light, mottled grey.

JAIPUR
25th to 27th, October 2018
4 p.m. to 11 p.m.
*Paanigraha Gardens, (Opp.
Rambagh Palace)*

A top-down photograph of various spices and herbs on a light-colored, textured surface. The image shows a mix of whole spices like peppercorns and cardamom, along with some yellow powder, scattered across the surface.

LUCKNOW
21st to 23rd, December 2018
8 a.m. to 10.30 p.m.
To Be Decided

A top-down photograph of various spices and herbs on a light-colored, textured surface. It features a red chili pepper, a wooden bowl filled with yellow powder, a small pile of yellow powder, and some green herbs. A black olive is also visible.

CHANDIGARH
18th to 20th, January 2019
8 a.m. to 10.30 p.m.
*Chandigarh Golf
Academy*



Our

PARTICIPATION FEE



16 X 16

INR 65,000 + TAXES




14 X 14

INR 52,000 + TAXES



FOOD TRUCK

INR 32,500 + TAXES

1. In the event of brand participation in more than one city, a discount is applicable.
 2. The above amounts are inclusive of cost of electricity provided (within certain limits).
 3. Terms & Conditions Apply.
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Pr & Marketing



Mise-en Place

A whisper here and a mention there would certainly makes our meals more-square. And what better way, to host a day when the event is still a month-or-so away!

With our tri-city event around the corner, the team at, The Travelling Kitchen begins to put things in place to stir the pot with the Pre-Event Mise en Place.

JAIPUR

LUCKNOW

CHANDIGARH



Pre EVENT



- ◆ The Pre Event *Mise en Place*
- ◆ Unveiling of Logo + Map of India highlighting the regions in first edition... Tag Line – ‘India – Here we Come!’
- ◆ Sneak Peek stories in key media space by food influencers
- ◆ ‘The Travelling Kitchen’ Logo Placement on social media by social influencers & Bloggers
- ◆ Sneak peek mentions in Delhi Pedia or Scoop Whoop or CNT India or LBB
- ◆ Radio messages – City Specific
- ◆ Stickers On City Transport Mediums– Sometimes is good to catch people in a jam!
- ◆ Flash Mobs/ *Nukad Naataks* – People just love a good spectacle
- ◆ Making heads turn the old fashioned way - Moving Announcements in English and Hindi with a tasteful voice over

Pre EVENT

- ◆ Billboards (With Media Partner) – 15 Days Prior
- ◆ Times of India Online Jaipur – Running a week Prior
- ◆ Advertorials (With Media Partner) – 3 Days Prior + Fliers in News Papers
- ◆ Rigorous Social Media Campaign - Video Blurbs, posts etc. Facebook Page + Instagram
- ◆ Government Support owing to a tie up with the 'Midday Meal Scheme'... 'The Travelling Kitchen' believes in sharing!
- ◆ 'The Travelling Kitchen' Signage on standees at key locations
- ◆ Pre Buzz Stories by various social influencers + Bloggers before kick-off – Delhi, Mumbai and Jaipur
- ◆ Tie-Up with schools & colleges for on-board placements and internal circulars – Discounts for students



Post EVENT



- ◆ Live feeds from our Radio partner booth
- ◆ 'The Travelling Kitchen' Passport for all participants and/or independent vouchers by restaurants for the following day or when used at home-city locations
- ◆ Laser Lights to Showcase Location
- ◆ A Daily Lucky-Draw
- ◆ Showcase of Food & Participants – Photo op in front of the entire media universe
- ◆ Our bloggers are on a road show with us so the message will be buzzing throughout!
- ◆ The first concert night to go viral on media platforms owing to the 500 key high-net worth attendees & media from within the city who will be invited by the promoters

Post EVENT (CONT.)

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Our SPONSORS

CATEGORIES

◆ PRESENTING

INR 20 Lakhs ('Presents')

◆ POWERED BY

INR 15 Lakhs

◆ ASSOCIATE PARTNERS

(Travel, Hospitality etc.)

INR 5 Lakhs

◆ MEDIA PARTNER

For Print Advertorial &
Hoardings



Presenting

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For Print Advertorial &

Hoardings

- Presenting Sponsor expressed as Your Logo / Brand presents 'The Travelling Kitchen'
- Name and logo will be displayed prominently throughout the Show venue as presenting Sponsor of the event on sponsor panels, gateways, banners, buntings, etc.
- Opportunity to deliver the Welcome Speech during the kick-off at the concerts each evening
- 2 banners at key locations within the event venue & Company Logo on all marketing & show related collaterals
- Company Logo in all AtL / BtL activities of our advertising and publicity campaign, which will include print ads in leading newspapers, radio space, hoardings at key locations, a social media campaign, direct mail, and school & mall promotions
- Special acknowledgement during the radio campaign & Central show-box within the venue for products
- Promotional material provided by your company shall be distributed at key locations within the venue
- Home page banner on the 'The Travelling Kitchen' website
- Full page Color ad in the festival booklet
- 100 complimentary passes to 'The Travelling Kitchen' through the day and for the evening performances



- Company Logo to appear as 'The Travelling Kitchen' – Powered by 'Sponsor Name'
- Company banner at a key location within the event venue
- Company Logo on marketing & show related collateral wherever possible
- Company Logo in all AtL / BtL activities, wherever possible, of our advertising and publicity campaign, which will include print ads in leading newspapers & radio space, hoardings at key locations, a social media campaign, direct mail, and school & mall promotions
- A generously sized space at a prime location within the venue
- Home page Company Logo on 'The Travelling Kitchen' Website
- Company profile, listing, and logo in the Festival Booklet
- Full page colour ad in the Festival Booklet
- 75 complimentary passes to the 'The Travelling Kitchen' through the day and for the evening performances

Powered SPONSORS

CATEGORIES

◆ PRESENTING

INR 20 Lakhs ('Presents')

◆ POWERED BY

INR 15 Lakhs

◆ ASSOCIATE PARTNERS

(Travel, Hospitality etc.)

INR 5 Lakhs

◆ MEDIA PARTNER

For Print Advertorial &
Hoardings



Associate

PARTNERS

CATEGORIES

◆ **PRESENTING**

INR 20 Lakhs ('Presents')

◆ **POWERED BY**

INR 15 Lakhs

◆ **ASSOCIATE
PARTNERS**

(Travel, Hospitality etc.)

INR 5 Lakhs

◆ **MEDIA PARTNER**

For Print Advertorial &

Hoardings

- Branded sponsor stall placed strategically for the duration of the festival
- Ideal platform for mass engagement within TG of each city
- Logo to appear below 'The Travelling Kitchen' in a smaller font compared to 'Presenting and Powered by' Sponsors
- Company Logo on marketing & show related collateral + Company profile, listing, and logo in the Festival Booklet
- Company Logo in all AtL / BtL activities, wherever possible, of our advertising and publicity campaign, which will include print ads in leading newspapers & radio space, hoardings at key locations, a social media campaign, direct mail, and school & mall promotions
- Easy access to roads encouraging test drives by walk-ins' + 25 complimentary passes to the 'The Travelling Kitchen' through the day and for the evening performances



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Media

PARTNERS

CATEGORIES

◆ **PRESENTING**

INR 20 Lakhs ('Presents')

◆ **POWERED BY**

INR 15 Lakhs

◆ **ASSOCIATE PARTNERS**

(Travel, Hospitality etc.)

INR 5 Lakhs

◆ **MEDIA PARTNER**

For Print Advertorial &
Hoardings





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