



WE FEEL IT IN OUR GUTS -

the fear of food shortage, depletion of resources, ingredients turning into a page in history, while we still have a tomato that doesn't even taste real.

We shouldn't sit and watch anymore.

IT'S TIME TO MAKE IT **BETTER**

IS YOUR FAMILY RECEIVING THE BEST POSSIBLE NUTRITION?

AN APPLE A DAY MAY NOT KEEP THE DOCTOR AWAY

BETTER FOODS



PRESENTING

the

BETTER FOODS

Farmers Market

PICKED BY THE FARMERS



Mahalakshmi
Race Course

INGLORIOUS FOODS PVT. LTD.

FOOD STALLS

All your food needs - at the same space. Fresh from the farm.



KIDS WORKSHOPS

Catch them young!
Workshops for kids to get them interested in healthy living



LIVE DEMOS

Don't know how to use an ingredient? We have food experts and bloggers to show you what you can do with it!



STOCK LESS, BUY LOCAL, EAT FRESH EVERY WEEK



Keeping your needs in mind

- Great location
- Sustainable model
- Evolved customers
- Consciously Curated
- Brand affinity
- Noise that works for you
- Partnership opportunities
- Evangelism for industry
- Knowledge sharing

FOR YOUR INTEREST

BRAND ASSOCIATION

with a concept having huge social and economic impact on life and planet

EYEBALLS

that matter with individuals building a better life for self and others

LOCATION

Accessible from both ends - **South Mumbai and Bandra**; attendees with buying power as well as influencers on social media

ONLINE AND OFFLINE SUPPORT

with designated slots for showcasing your brand within our communication

STALL SPACE

for your brand amongst our vendors for you to engage the new set of customers

CONTENT

Ideas that can power your digital efforts



Footfall

- 6-9k pax on launch
- 2-3k pax on Sundays

Age Group

- 20-24 (Shares)
- 25-35(Enthusiasts)
- 35+(Club Regulars)

Associates

- Food Bloggers
Association of India
Slow Food India
- Influencers

DEMOGRAPHICS



PRINCIPAL SPONSOR

- Commercials: INR 10,00,000
- Logo presence across all marketing collaterals
- Allocation of premium stall space
- Social media shoutouts
- Coverage on hoardings and banners

POWERED BY SPONSOR

- Commercials: INR 6,00,000
- Logo presence across all marketing collaterals
- Allocation of premium stall space
- Social media shoutouts

ASSOCIATE SPONSOR

- Commercials: INR 3,00,000
- Logo presence
- Allocation of premium stall space
- Limited social media shoutouts



YOUR BRAND
COULD BE HERE

Principal Sponsor

presents

The



Farmers' Market

powered by
SPONSOR

in association with



Spreading Word

- Social Media Buzz
- Local Print Advertisement (TBD)
- Radio Mentions (TBD)
- Newspaper inserts
- Access to database
- On ground support
- Streamlined process to buy
- Brand Association + PR + Growth
- Open ideation process with your team



LETS MAKE IT

BETTER



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