



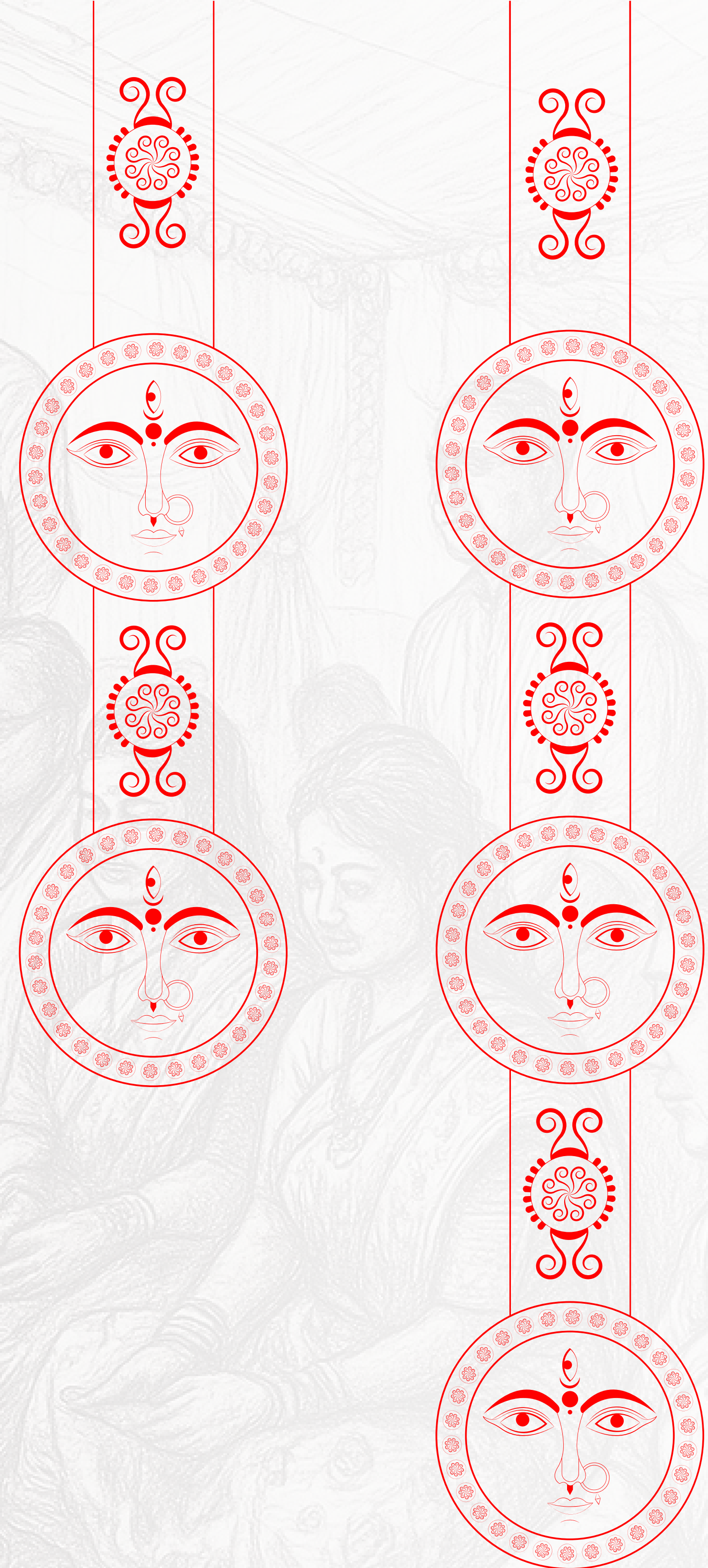
14th

Durga Puja

2026

16–21 October

Assam Society of Bangalore (ASoB)



ASoB[AN OVERVIEW]

A socio-cultural & youth welfare organization based out of Bangalore offering services towards brotherhood & social harmony for more than four decades with the motto of **Peace, Progress & Prosperity**.



SOCIAL-WELFARE

- Health Camps
- Flood Relief Programs
- Blood Donation Camps
- Joy of Giving Donation Drive



CULTURAL AFFAIRS

- Spring Festival
- Durga Puja
- Prag Cine Award (2014)
- Assamese Drama, Fashion Show

YOUTH-WELFARE

- Sports Meet -
- Career Counseling -
- Freshers Meet -
- Music/soft skills etc Training -



PEACE & HARMONY

- Assisted the State Home Ministry in managing - the mass exodus incident of Bangalore in 2012.
- Music Concerts for Peace and Harmony -
- Annual Meets for Community Integration -
- Emergency Helpline -



ASoB[OVER THE YEARS]

Established in the year 1982 by a few prominent Assamese living in Bangalore, ASoB has been organising mega events for more than two decades now.



1982

A group of Assamese residing in Bangalore formed the society.



1999

The society was formally registered as the Assam Society of Bangalore (ASoB).



2013

ASoB organised its first Shree Shree Durga Puja in Bangalore



2026

ASoB celebrates the 14th Shree Shree Durga Puja

Earlier proposal figures (not revalidated)

3 lakh

Representing 3 lakh+ Assamese residing in Bangalore

29 Thousand

29 thousand members

40 Thousand

Over 40 thousand followers on Facebook

5★

Consistent Five Star rating on Facebook

PROPOSED EVENT [DURGA PUJA 2026]

Six days of devotion, culture and community, with daily puja, shared bhog and evening cultural programmes. Dandiya Nights take place on 16 and 17 October.
Additional activities shown below are proposed and subject to confirmation.

16–21 October 2026

Freedom International School Ground, HSR Layout, Bengaluru

DAYS OF CELEBRATION

6

DANDIYA NIGHTS

2



FASHION SHOW



MOBILE HEALTH
CAMP



FOOD STALLS



PHOTO BOOTH



FLEA MARKET



CULTURAL
EVENING



FOOD TRUCK



DANCE
COMPETITION

DANDIYA NIGHTS 2026



16–17 October

Freedom International School Ground
HSR Layout, Bengaluru

Two nights of music, colour and dandiya,
part of ASoB's Durga Puja celebration.

Partnership opportunities

Discuss on-ground brand experiences
and programme visibility with the
sponsorship team.

Timings to be announced.

Pricing, availability and deliverables by agreement.

Sponsorship: 99720 10032 asobdurgapuja.in



ASOB EVENTS [EARLIER EDITIONS]

ASoB brings more than two decades of event experience, including Spring Festival, Durga Puja, Prag Cine Award and a peace music concert with Bangalore Police.

The 14th Shree Shree Durga Puja runs from 16 to 21 October 2026. Archive photographs and performances illustrate earlier ASoB events. Zubeen Garg and Papon have performed at past events; these are not announcements for the 2026 programme.

Visit asobdurgapuja.in for the schedule, event highlights and confirmed sponsors.



SPONSORS & PARTNERS [EARLIER INITIATIVES]



and many more....

CONFIRMED SPONSORS & PARTNERS

With gratitude to the businesses supporting our community celebration.

ASSOCIATE SPONSOR



Urban Company

CO-SPONSOR



NEDFi

CO-SPONSOR



T. John Group of Institutions

CO-SPONSOR



Gopalan

CO-SPONSOR



Somu Group

SPONSOR



Morbagh

SPONSOR



Gawky Goose
Kitchen & Bar

MEDIA COVERAGE [GLIMPSES]



Fun, food and dance:
Glimpses of the celebrations
by the Assamese community

Joy of Bihu in Bengaluru

Devika V Menon

Bihu, a festival that signifies the beginning of the Assamese New Year, is very important to the Assamese community. The Assam Society of Bengaluru, a 40-year-old socio-cultural and youth welfare organisation, put together an event in Bengaluru to create a space for the community to feel at home while they are away from home. There are over two lakh Assamese people in the city.

The spring festival saw hordes of people enjoying a slice of their culture. With food, dance, and festivities, the Spring Festival was an absolute hit, says Debashree Sengupta, a digital marketing professional and executive committee member at the NGO. The performance by Zubeen Garg, a noted singer-composer, was one of the highlights.

The NGO also conducts cultural events throughout the year in a bid to preserve Assamese culture.



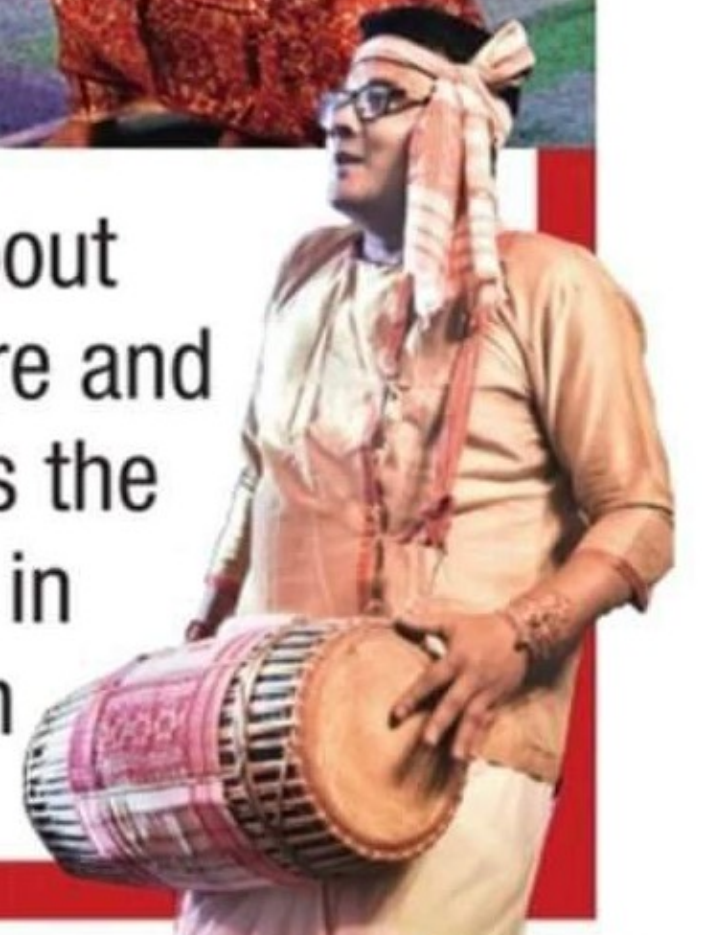
Zubeen Garg performs

BENGALURU CELEBRATES A SLICE OF ASSAM'S CULTURE

Pics:Ratheesh Sundaram



It was all about food, culture and laughter as the city joined in the Bihu fun



PAGE 2

DURGA PUJA 2025 [PAST BRANDING]



Assam Society Of Bangalore

11 Sept · 🌐

We're proud to welcome North Eastern Development Finance Corporation Ltd (NEDFi) as an Associate Sponsor for the **ASOB's** ... See more



13th **SHREE SHREE
DURGA PUJA**
28TH SEPT-2ND OCT 2025

WE ARE HAPPY TO ANNOUNCE OUR

**ASSOCIATE
SPONSOR**



**North Eastern Development
Finance Corporation Ltd.**

Championing the entrepreneurial spirit of the North East

PREVIOUS EVENT [BRANDING BENEFIT]



Offline Stage Branding

PREVIOUS EVENT [BRANDING BENEFIT]

SATURDAY 8 APRIL 2023

VARIETY

BANGALORE TIMES, THE TIMES OF INDIA 5

Robert Downey Jr's chewed-up gum is on sale for \$40,000

Robert Downey Jr; (below) the chewed-up gum that is on sale

A user on an e-commerce website has reportedly listed a piece of chewing gum allegedly chewed and spat by Robert Downey Jr for a starting bid of \$40,000 (₹32 lakh approx). The user has claimed to have gotten hold of it when the actor appeared at Jon Favreau's Hollywood Walk of Fame ceremony last month.

"I happened to be in the area during the event which had Jon Favreau being added to the Hollywood Walk of

GREEN ORCHID
A city inspired by nature
www.greenorchid.com

22nd SPRING FEST
BUNGALI BIHU CELEBRATION, BANGALORE

In Association with

JIRA AF PRO-WALLET

Healthcare Partner: KINDER HOSPITALS
Jewelry Partner: SENCOR
Legal Partner: AB CHAMBERS

Hospitality Partner: eloft
Energy Drink Partner: POWERADE

বঙ্গালী বিহু ২০২৩
Live With **ZUBEEN GARG**

ETHNIC FOOD FEST | FLEA MARKET | CULTURALS & MORE

Co-Sponsors: AXOMI, Luit, BONOMI, ACT, PRAG NEWS, RANGONI, INDIA TODAY, NE

99013 66133 & 88929 42382
Freedom International School Ground, HSR Layout
Tomorrow, Sunday, 9th April 2023

The Times of India

Insights

Impressions 53K

People reached 53K

Engagement 1.6K

Video

3 second views 26K

1 minute views 2K

Average Minutes Viewed 0:11

Write a comment...

Overview Insights More like this Comments

Online Visibility

PREVIOUS EVENT [BRANDING BENEFIT]



One Sprig
Hospitality Consultants
wishes you and your family happy
Durga Puja !



Your Dream ! We Help you to Achieve it.

Cafe | QSR | Pub | Lounge | Microbrewery |
Industrial Kitchen | Resort | Hotels | Canteen

Concept | Kitchen Planning & Design |
Recipe Development | Food Trial & Training |
Menu Engineering & Strategies |
Food Photography & Styling | Restaurant
Design | Human Resource



শাবদীয় দুৰ্গা পূজা মহোৎসব, ২০২৩
অসম ছ'চাইটি অ'ব বাংগালুৰু

প্ৰীতি আৰু শুভেচ্ছাৰে
প্ৰতি,
মাননীয়/মাননীয়া,
শ্ৰীযুত/শ্ৰীযুতা.....



Contact us
hello@onesprig.com
+91-6238751566
www.onesprig.com

one_sprig
humansofRestaurant



SNR
Safa

GOAL HOME TO PURITY



VOL
Valley Of Looms

ASSAM SILK

Luxurious, Exquisite,
Handwoven Splendor,
Silken Elegance, Traditional
Craftsmanship, Vibrant
Colors, Cultural Treasure,
Timeless Beauty, Natural
Brilliance, Assamese
Heritage.

CUSTOM DESIGNS BY
MAMOON BHUYAN

STUDIO: #32, Vidyannagar, Shivmandir
Path, Baghorbari, Guwahati 37
Email: bhuyan.mamoon@gmail.com
Call at: +91-9864076715

Valley_of_Looms

Magazine branding

TITLE SPONSORSHIP

BENEFITS

“Your brand presents” event naming

20 × 10 ft stall

Stage, gates, venue and food court branding

Hourly cultural-event announcements and promotional video screening

Website, sponsored social media and pre-event media promotion

Invitations, mailers and a dedicated ROI report

Final terms, placement and availability agreed with the organising team.

SPONSORSHIP AMOUNT: Rs. 10,00,000 + GST



ASSOCIATE SPONSORSHIP

BENEFITS

“In association with” event naming

10 × 10 ft stall

Stage, gates, venue and food court branding

Hourly announcements and promotional video screening

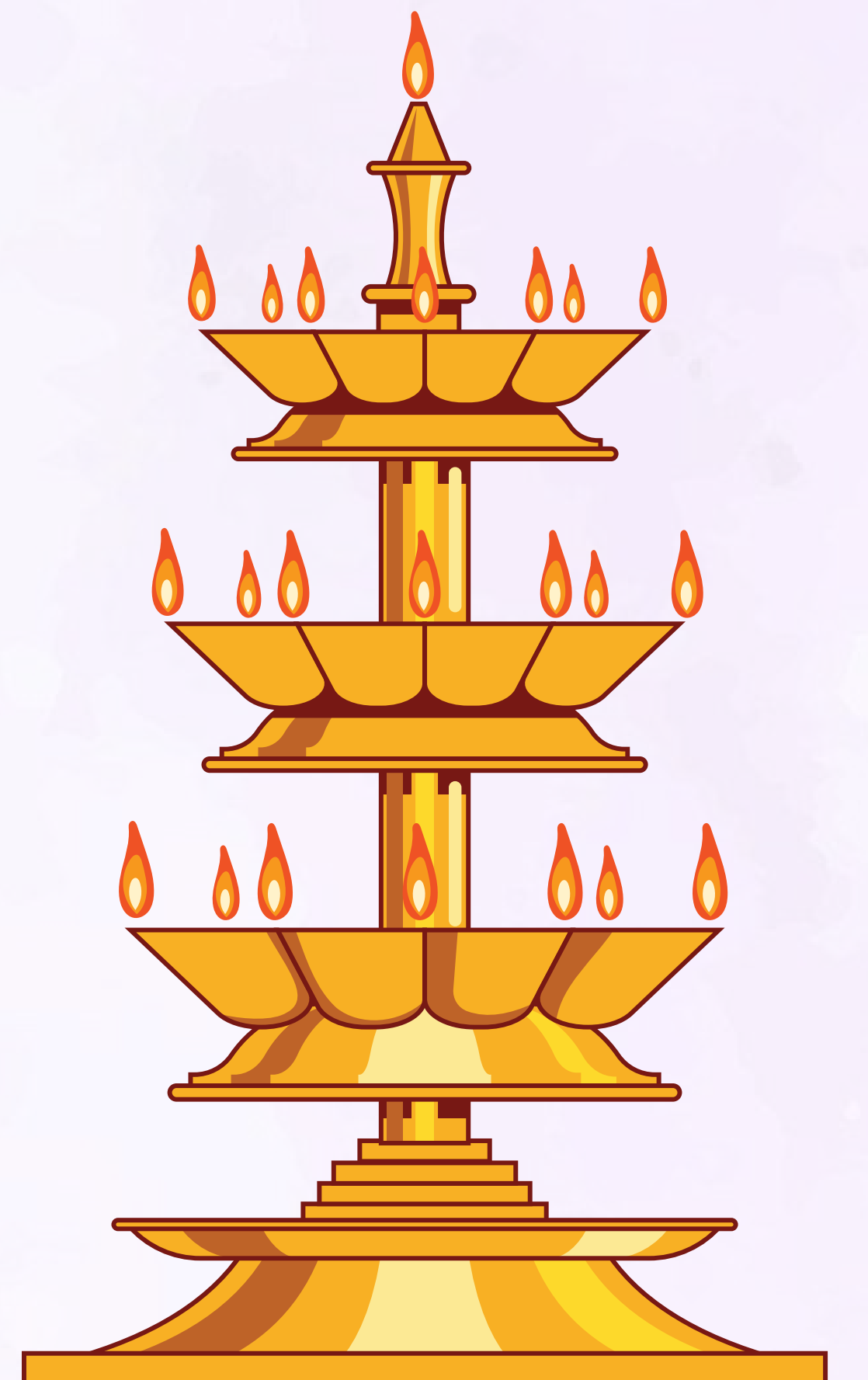
Website, sponsored social media and pre-event media promotion

Invitations, mailers and a dedicated ROI report

Confirmed Associate Sponsor: Urban Company

Further availability and final terms agreed with the organising team.

SPONSORSHIP AMOUNT: Rs. 7,00,000 + GST



CO SPONSORSHIP

BENEFITS

10 × 10 ft stall

Stage, gates, venue and food court branding

Hourly event announcements

Logo on the ASoB website

Sponsored social media marketing

Dedicated ROI report

Confirmed Co-Sponsors: NEDFi, T. John Group of Institutions,
Gopalan and Somu Group.

SPONSORSHIP AMOUNT: Rs. 5,00,000 + GST



SPOT SPONSORSHIP

BENEFITS

- 10x10 feet stall in the VIP/invitees/open area
- Announcement in every one hour during the event

SPONSORSHIP AMOUNT: Rs. 2,00,000 + GST



CONTACT US

Nilam Choudhury: 99720 10032

nilam.choudhury@gmail.com

Dipankar Kalita: 99867 31340

dipankaremag@gmail.com

Event website: asobdurgapuja.in

ASoB: assamsocietybangalore.com



THANK YOU