



# *Royal Heritage Foundation & Bharat Icon Award*

*Presents*

*For Cause "Swachh Bharat Abhiyan" & "Save Girl Child"*



**Edition 5**

*Date*

*15th February 2020*

*Venue*

*Iskcon Auditorium,  
Juhu, Mumbai*

***Shweta Tiwari***  
*Bollywood Celebrity*

**Website : [www.bharaticonawards.com](http://www.bharaticonawards.com)**

**Email : [bharaticonawards@gmail.com](mailto:bharaticonawards@gmail.com)**

**☎️ : 7738000994 / 5**

# Akhil Bansal - The Person



## Akhil Bansal

CMD of Royal Heritage Group

Having 27 years Experience  
in Various Industries  
like Construction,  
Media & Entertainment,  
Social Work.

Mrs Bharat Icon  
Contest shows that  
**'Life Begins After Marriage'**  
and that a Married Woman  
is not just a Domestic  
Goddess and Stay-at-Home  
Wife and Mom but  
She is also doing  
the hardest job in  
the World.

***"Kitchen to Ramp"***

Having career penchant for Facilitating & recognizing the talent. We also motivate the new comers in this industry by honoring them.

The Bharat Icon Pageant is a brand dedicated for Married Women are multi-talented because they need to be multi - tasking wives and Mothers. Mrs./Miss. Bharat Icon has thus created a unique Opportunity for Women & Girls. Mr. Bharat Icon has also created a unique opportunity for Male.

Bharat Icon Award is a totally Bollywood, Social & Business, Sports Award in which we honour with this award to those who gave their time, dedication and devotion to the film and TV industry, Social, Sports & Business.

### Royal Heritage Group

- Real Estate Developer - Township
- Media
- Entertainment

### Founder

- Miss Bharat Icon | Mrs Bharat Icon | Mr Bharat Icon
- Bharat Icon Award
- Maharaja Agarsen International Film Festival

### Social Contribution

- Charter President of Lions Club of Mumbai Bharat Icon
- Committee Member of Iskon, Juhu
- Treasurer of Akhil Bhartiya Agarwal Sammlen, Mumbai
- President of Royal Heritage Foundation



## Akhil Bansal - Related cause



With Agarwal Sammelan - Sajjan Jindal



With Agarwal Sammelan - Esha Gupta



With Aditya Birla



With Maharashtra Home Secretary - In Iskon



Musical Event with Alka Yagnik



Brahmman Samaj Festival with Raju Srivastav



Musical Night with Sonu Nigam



Cassette Louenge with Pankaj Udhas



With Hema Malini in Iskon



Kathak Show with Kailash Kher



Bharat Icon Awards - 4th Edition



With Rotary Governer



Award with Anup Jalota



With Hariprasad Chaurasia in Iskon



Musical Night with Govinda



With Agarwal Sammelan - Comedy Night



With Agarwal Sammelan - Raj Kumar Barjatya



Lions Club of Bharat Icon Installation



## MEDIA COVERAGE

Bharat Icon Award Covered by Various Media Like National TV. Channel, Leading News Papers, Magazine, Hoarding, Social Media etc. with Bollywood Celebrity.





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Mrs. & Miss. Bharat Icon Covered by Various Media Like National TV. Channel, Leading News Papers, Magazine, Hoarding, Social Media etc. with Bollywood Celebrity.

**Times of India-2017**



**Times of India-2018**



Alkal Bharat — CEO of Mrs/Miss Bharat Icon and Royal Heritage Group organized finale of Mrs / Miss Bharat Icon in Mumbai, recently where he invited Bollywood and television stars. Bharat Icon Pageant is a statement that life begins after marriage and dreams realize, a married woman is not just a domestic goddess and stay-at-home wife and mom, but she is also a glamorous woman of substance with her family support. Model Anuraag Raut choreographed the pageant, which was anchored by Sangeeta Ahluwalia, Designer Anshu Kachhar, Jagruha Vikram, Tina Pankaj, Sangeeta Sandhu, Khushi Deshpande, Rishika Gupta, Roshni Lakshmi of Bright Outdoor, Madhura Jain, Priyanka Kulkarni, Neha Kaul, Anurag Raut, Chandani Bhargava, Myamrathi, Shilpa Kulkarni, Gita Menon, the specialist Dr. Shikhar Sawant of Resma Clinic were present at the event. Actress Ekta Gupta came to meet her mother Rekha Gupta from abroad. Shweta Sharma was the Mrs Bharat Icon in Gold category, Honey Sharma in Platinum category, Manisha Kaul was Miss Bharat Icon 2018. The models were sponsored by Mrs Worship with consultancy by Dr. J. K. (www.mrsbharaticon.com)





## Awards Coverage





## Awards Coverage





## EVENT COVERAGE





## EVENT COVERAGE





## SPONSORS FEES & BENEFIT

### Title Sponsor Rs. 15,00,000/-

- Logo - Display on Hoarding, Main Venue, Invitation Card, & social Media Platforms with min 50 Lacs reach.
- All Leading News Papers
- Radio Coverage
- Magazine Coverage

### Co Sponsor Rs. 7,00,000/-

- Logo - Display on Hoarding, Main Venue, Invitation Card, & social Media Platforms with min 50 Lacs reach.
- All Leading News Papers

### Associate Sponsor Rs. 10,00,000/-

- Logo - Display on Hoarding, Main Venue, Invitation Card, & social Media Platforms with min 50 Lacs reach.
- All Leading News Papers
- Magazine Coverage

### Supporters Rs. 3,00,000/-

- Logo - Display on Hoarding, Main Venue, Invitation Card, & social Media Platforms with min 50 Lacs reach.

Discussion & Details will be shared during our meeting



Gmail





## BRANDING STRATEGY

The Event will be promoted by ensuring partnership right from the segments of print, Electronic, radio and digital space. This Partnership will partner deal with the respective media house. Having will be displayed in the advertisements achieved

### Channel

The Events ads will be displayed on our online media Partner website. Advertisement will also be carried out on some targeted third party websites.

### Radio Partner

Event will be receiving promotion on AIR by our Radio Partners.

### News Partner

Correspondence from leading Electronic Media Channels will cover our Events.

### Hoarding

All over Mumbai

### Internet

The Event web site will be updated continuity with never about the Event and will be displayed the press release that the Event would be having.

### Social Media

Promotion of the Event though popular social network like SMS, Whatsapp, Facebook, linkedin, Twitter, YouTube, Mail etc.

### Magazine

Will cover all Reputed Magazine.