



SHRI SAHAJANAND INTERNATIONAL GURUKUL
Presents



SOUND OF SOUL 3

संदेश आते हैं !

एक शाम वीर जवानों के नाम

Featuring Bollywood Legendary Singer

ROOP KUMAR RATHOD

23 .08.2025

DDU AUDITORIUM | RAIPUR



CHARITY EVENT



BOOK TICKETS ONLINE

bookmyshow

ASSOCIATION PROPOSAL

IN ASSOCIATION WITH



TO BRING
“GURUKUL CULTURE”
BACK

Reviving Gurukul culture isn't about turning back time; it's about reclaiming what worked—holistic learning, mentorship, ethics, practical life-preparedness—and weaving that into modern curricula. This hybrid model fosters not just academically competent, but emotionally grounded, socially responsible, and environmentally aware citizens—exactly what today's India needs for a balanced future.

VISION

"Sound of Soul "which means AATMA KI AWAAZ in Hindi and it indicates the connect of Soul with Sound.

The sole intent is to curate a customised meaningful on ground content featuring those Celebrity Singers who holds Legendary Stature and have done commendable work for the society as philanthropist.

Our vision is to bring the Administrators , Change Makers, Law Makers, Socially aware audience, Intellect minds , Public Figures and Influencers on the Same Page and take an unanimous step to bring CHANGE.

We united such audiences to discuss and think about various challenges in the Subject of Environment Consciousness, Education and Healthcare using Music as a Key Catalyst and our associated Artist became our ambassadors.

So far we have covered 2 cities featuring Legends like Pankaj Udhas and Kumar Sanu and the results are just unbelievable .We wrote success story, we got applauded by every single audience with a promise that they will be supporting this initiative in future too.

Now, Sound of Soul has become a National IP and in this calendar year we are adding cities like Hyderabad, Noida , Bengaluru ,Nagpur and Bhopal and Varanasi and very soon we will be taking this closer to the heart of every Indian.

KEY HIGHLIGHTS

- HIS FIRST PATRIOTIC THEMED CONCERT IN THE CITY
- 1500 PLUS TOTAL AUDIENCE
- NEVER SEEN NEVER EXPERIENCED BEFORE SHOW
- 10 BILLBOARDS AT PRIME LOCATIONS IN C.G
- 1 CRORE PLUS SOCIAL MEDIA IMPRESSION
- UNIQUE BRANDING OPPORTUNITIES
- FULL PAGE PRESS ADS IN THE LEADING MEDIA IN C.G
- RADIO BLAST PROMOTIONS
- DEDICATED SAFETY MEASURES
- CLASS APART SEATING ARRANGEMENTS
- PROFESSIONAL PARKING MANAGEMENT
- AGGRESSIVE ON GROUND BRANDING
- 1000 SQ FT OF DIGITAL BRANDING SPACE AT VENUE
- 50,000 SQUARE FEET OF PHYSICAL BRANDING SPACE AT VENUE

THE GOLDEN VOICE BEHIND

SANDESE AATE HAIN - Border

AYE JAATE HUE LAMHO - Border

TUJH ME RAB DIKHTA HAI - Rab ne bana di Jodi BARSAAAT KE

MAUSAM ME - Nazayaz OH SAIYAAN - Agneepath

TERE LIYE - Veer Zara

YE DHUWAN DHUWAN SA - Tumsa Nahi Dekha

WATAN WALO - Indian ZINDAGI MAUT NA BAN JAYE -

Sarfarosh KANDHO SE MILTE HAIN KANDHE- Lakshya

MAULA MERE MAULA MERE - Anwar

DIL KO TUM SE PYAAR HUA -RHTDM

and many more Blockbusters Songs !!





TITLE SPONSOR

IN ASSOCIATION

CO SPONSOR

संदेसे आते हैं !

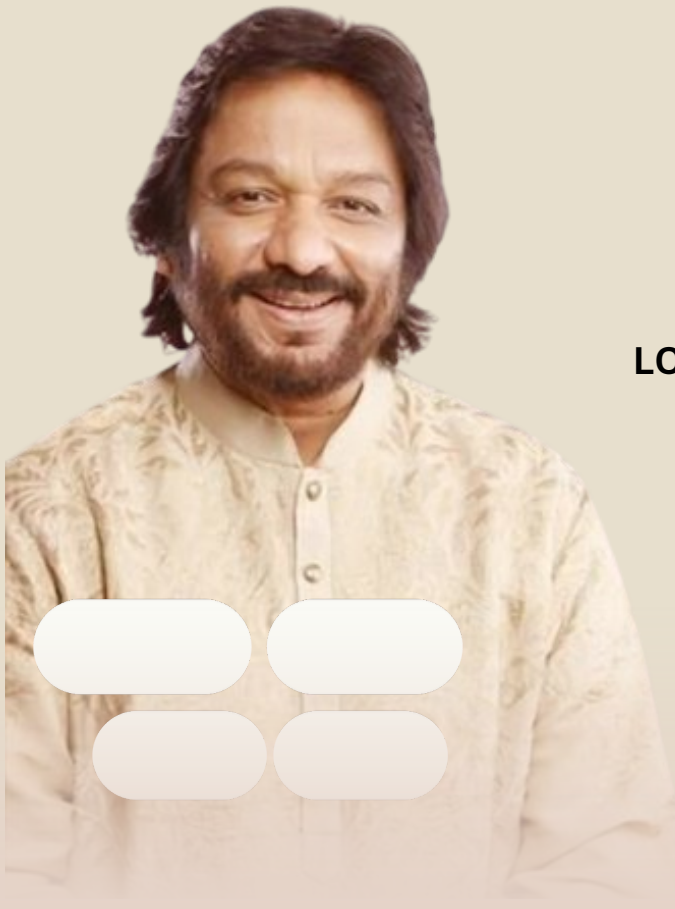
एक शाम वीर जवानों के नाम

FEATURING

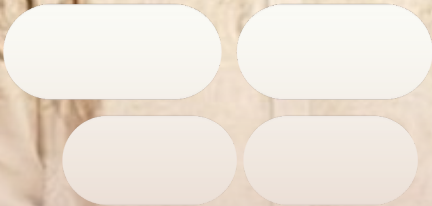
Roop Kumar Rathod

LEGENDARY PLAYBACK SINGER

POWERED BY
SPONSOR



LOGO PLACEMENT
IDEAS



MEDIUM	TITLE SPONSOR x 01	CO-SPONSOR x 01	POWERED BY x 01
RADIO	YES	YES	YES
General branding (Logo on Passes, Standees , Gate Arch, LED Wall)	YES	YES	YES
HOARDINGS	YES	YES	YES
LOGO Space (%) across creatives	10%	7%	5%
Special stage activity	YES	YES	YES
Meet & Greet	YES	YES	NA
Front zone Passes	30	20	10
Other Category Passes	30	20	10
Stall Space	YES	YES	NA
ASSOCIATION COST (GST additional)	10.0 Lakh	7.0 Lakh	5.0 Lakh

CHANNEL PARTNER

SPONSORSHIP - PARTNERSHIP

B - CATEGORY

MEDIUM	BROUGHT TO YOU BY x 02	ASSOCIATE PARTNER x 03	CHANNEL PARTNER x 05
RADIO	YES	YES	YES
General branding (Logo on Passes, Standees , Gate Arch, LED Wall)	YES	YES	YES
HOARDINGS	YES	YES	YES
LOGO Space (%) across creatives	>5	>5	>2
Special stage activity	NA	NA	NA
Meet & Greet	NA	NA	NA
Front zone Passes	04	02	02
Other Category Passes	10	6	02
Stall Space	YES	NA	NA
ASSOCIATION COST (GST additional)	3.0 Lakh	2.0 Lakh	1.0 Lakh

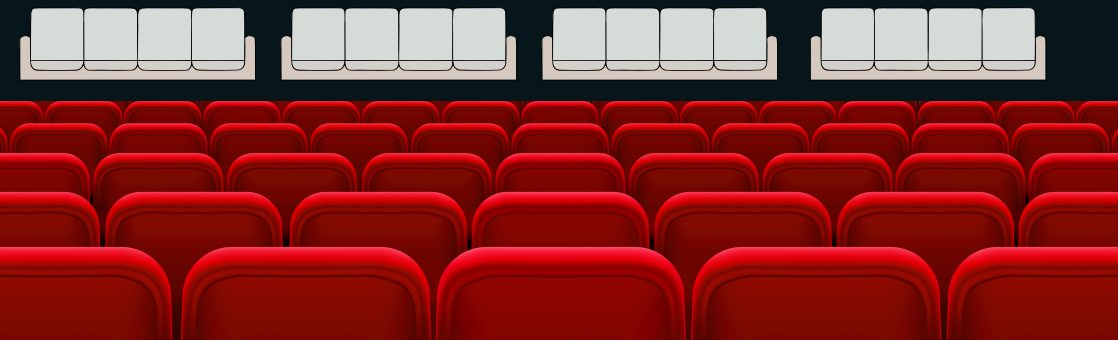
PRIVILEGE FOR THE DONORS

We are also accepting donations under CSR
where Donors can claim TAX benefits under
80G & 12A

DONORS SEATING LAYOUT



STAGE



51,000 x 4 SLOTS

*Deliverables - Stage Felicitation of each donor

OUR JOURNEY

SOUND OF SOUL 2.0

20 MAY 2023 | RAIPUR

Feat : Padma Shri Kumar Sanu





Padma Shri Kumar Sanu ensured goosebumps ,
The city went gaga over Nostalgic Trip



His craze is just infectious | 7000 Audience registered their presence



Brand amplification exercise for our esteemed Sponsors



साहय परामर्श के बीच-बीच में कुमार साहू लोगों के हठी मजाक भी करते हैं। जब गाने के बीच-बीच में रुक जाते हैं, तब उन्होंने कहा, वह पानी है, इसे और कुछ न समझें। इनके पास लोगो को समझाते हुए कुमार साहू ने कहा, मैं एक बहुत गरीब परिवार के आता हूँ, मेरे पास है कि नरो की सतत की जगह से फिलान नुसलान होता है। इसलिए आप सारी से कह दूँ कि कभी सतब पा नरो की फीलन को हटाने न लगएँ। इनसे दूर रहें और नखाने न करें। करीब २ घंटे की परामर्श के बाद कुमार साहू में से गीते उठे। कार्यक्रम में मुंबई से आए हैं गीतों को उसी म्यूजिकल अंदाज में पेश किया ऐसा लोग रिशेजेंड में सुनते हैं।



Rewards to sources of Inspiration. Individuals who becomes “Sound of Soul”





The Venue which is painted red with the Branding



ODISHA EDITION

3RD JUNE 2023 | BHUBANESHWAR

Feat :Padma Shri Kumar Sanu





A close connect with the Culture and Tradition
Kumar Sanu fandom in Odisha is just beyond belief.
3500 Devotees of Dada !





We truned our stage into a credible platform for the budding Talents

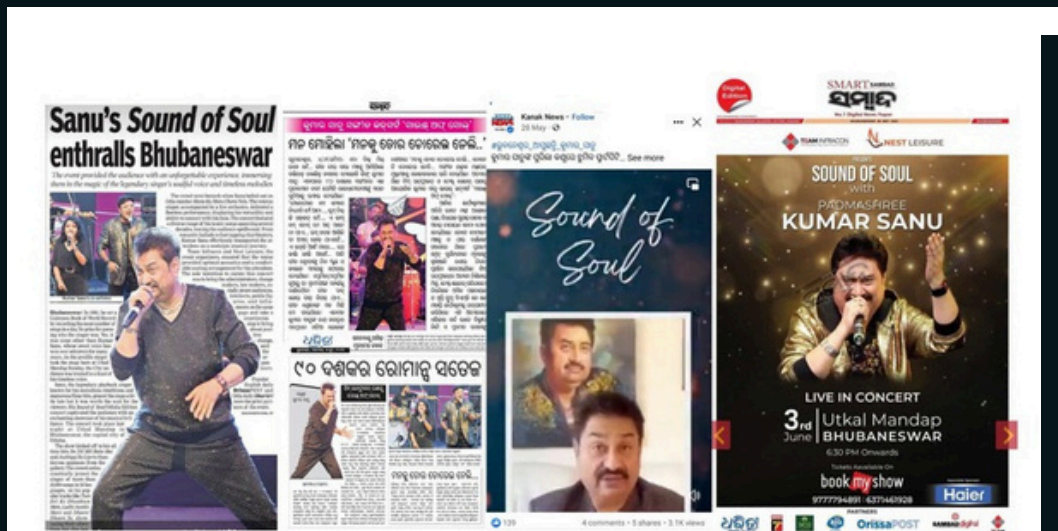


Legend meeting another Legend | Padma Shri Dilip Tirkey in the House



The Light at the venue and “Shor” in the City





360 Degree Promotion of the Concert and the associated Brands in a massive way





SOUND OF SOUL SEASON 1

24TH SEPTEMBER 2022 | RAIPUR

Feat :Padma Shri Pankaj Udhas

रायपुर 24-09-2022

SOUND OF SOUL 1.0
Classic Concert Series binding Experience, Culture and a Cause

FEATURING THE LEGEND GHAZAL KING
PADMA SHRI PANKAJ UDHAS

DATE: 24th Sep 2022
TIME: 7.00 PM Onwards
VENUE: Pt. Deendayal Auditorium, G.E. Road, Raipur (C.G.)

CHIEF GUEST
Shri Bhupesh Singh, J.
Chief Minister of Chhattisgarh

CHIEF GUEST
Anusuya Shrivastava
Deputy Chief Minister of Chhattisgarh

THANKS RAIPUR WE ARE SOLD OUT

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Mega Launch of the IP with the across all Leading Print Channels

रायपुर 22-09-2022

SOUND OF SOUL 1.0
Classic Concert Series binding Experience, Culture and a Cause

FEATURING THE LEGEND GHAZAL KING
PADMA SHRI PANKAJ UDHAS

DATE: 24 Sep 2022
7.00 pm Onwards
VENUE: Pt. Deendayal Auditorium, G.E. Road Raipur C.G.

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Privilege to the Donor
Group Photograph with the Artist, Special Mention from the Anchor.
Thank you message from the Underprivileged Beneficiaries.
(Signed Memento to each Donor by the Artist.)
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SSIPMT Whole heartedly welcomes the Legend to the land of Chhattisgarh, who has not only served Music but also Mankind with his various Philanthropic Initiatives.

Shri Pankaj Udhas has been Conferred with the Prestigious Padma Shri Award for his Contribution to the art of Ghazal Singing, and his huge contribution to Cancer Patients and Thalassemic Children.

3 full page Press AD



Inaugral Ceremony with the Gracious presence of Her Excellency Governer of the State , Honourable Toursim Minister and Honourable Cultural Minister



OUR PARTNERS

FROM THE LAST EDITION OF SOUND OF SOUL



OUR PARTNERS

FROM EVENTS WE CURATED IN PAST



ASSOCIATED CELEBRITIES

FROM EVENTS WE CURATED IN PAST

Vishal & Shekhar , Kumar Sanu, Salim Sulaiman

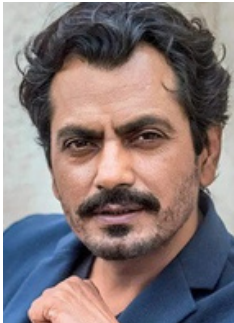
Shankar Mahadevan, Amaal & Armaan Malik, Sonu Nigam, Diljit Dosanjh, Arijit Singh, KK, Sunidhi Chauhan, Shreya Ghoshal, Sonu Mohapatra, Pratibha Singh Baghel, Palak Muchhal, Satinder Sartaj, Sukhvinder Singh, Mohit Chauhan, Shaan, Ankit Tiwari



ASSOCIATED CELEBRITIES

FROM EVENTS WE CURATED IN PAST

Aamir Khan, Ranbir Kapoor, vijay Setupati, Manoj Bajpayee, Nawazuddin, Ayushmann, Ash King , DSP, Benny Dayal, Terrence Levis, Yasser Desai, Manoj Muntashir, Bipasha Basu, Shahid Mallaya, Roop kumar Rathod, Ghulam Ali, Pankaj Udhas, Usha Uthup



LOOK FORWARD TO GREAT ASSOCIATION



SANDESE AATE HAI

EK SHAAM VEER JAWANON KE NAAM



ROOP KUMAR RATHOD

LIVE IN CONCERT

16 AUGUST | DDU AUDITORIUM, RAIPUR

THANK YOU