

Curated by:

**Rotary**  
Calcutta Mahanagar

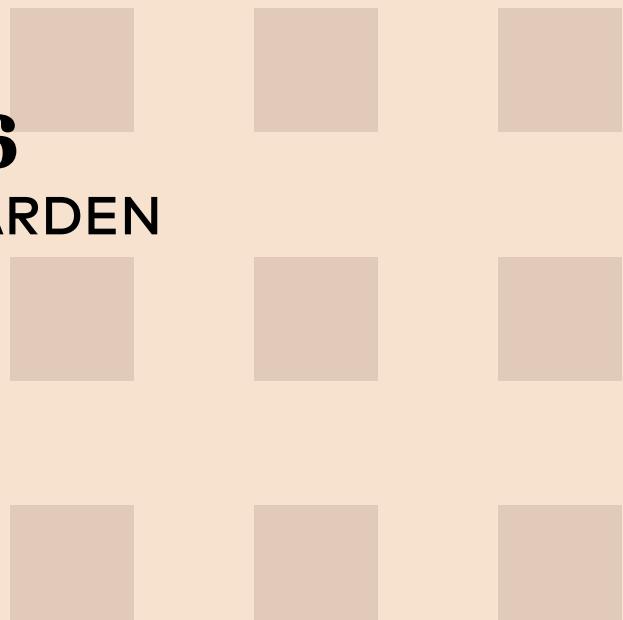
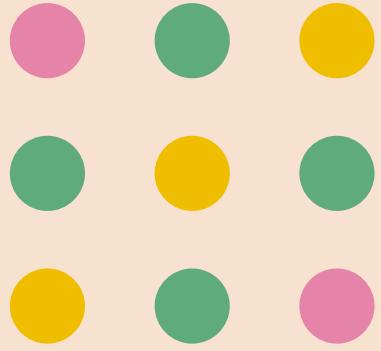
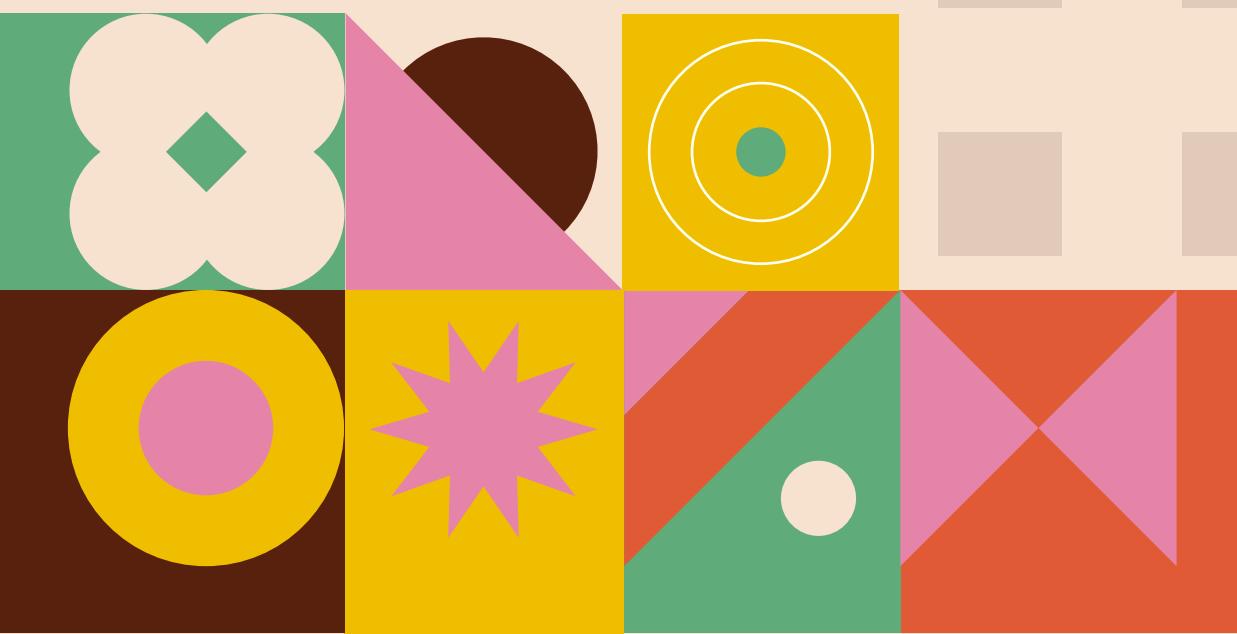


# bloom &blend

A FASHION & LIFESTYLE EXHIBIT

**10&11 JANUARY, 2026**

THE MAPLE, PC CHANDRA GARDEN  
KOLKATA





**Rotary Calcutta Mahanagar** invites you to be a part of a top-of-the-line lifestyle and wellness exhibition, hosting brands from different states of India.

Bloom & Blend is a curated design exposition showcasing products of Indian and International origin & aesthetics. After a remarkable first edit, the second edition of this exhibition will feature contributions from renowned designers from all across the country, highlighting artists from various aesthetic fields.

The two-day extravaganza will be held on **10th & 11th January, 2026** at the gigantic venue- **The Maple, PC Chandra Garden, Kolkata.**

Rotary Calcutta Mahanagar is a part of Rotary International- a global network of 1.4 millions Rotarians, dedicated to serving humanity. The proceeds of this exhibition shall bring smiles on a million faces as they would support the Club's service projects which they have been undertaking like-

▪ Eye Hospital	▪ Shelter Kit	▪ Homeopathic Centre
▪ Heart Surgery	▪ Food Bank	▪ Girl Empowerment
▪ Rural Toilets	▪ Life Beyond Cancer	▪ Polio Eradication
▪ Happy School	▪ Mangrove Creation	▪ Menstrual Hygiene
▪ Drinking Water Kiosk	▪ Dialysis Centre	▪ Cervical Cancer Vaccine
▪ E-learning	▪ Adult Literacy	▪ Skill Development
▪ Annadaan	▪ Virtual Bloodline	▪ Self Defense Training

# CATEGORIES



**fashion**  
**lifestyle**  
**accessories**  
**fine jewellery**  
**beauty & wellness**  
**ethnic apparel**  
**western clothing**  
**men's apparel**  
**art & craft**  
**home decor**  
**car display**  
**food & beverage**

# STUDIO DETAILS

## \*jewellery luxe

**Rate: Rs. 65,000+GST (3 sides open)**  
**Rs. 60,000+GST (2 sides open)**

**Dimensions: 3m x 2m**

-  2 Tables meausuring 5ft by 3ft
-  4 Chairs
-  6 Spotlights
-  2 Dustbins
-  2 Electricity points

## \*jewellery prime

**Rate: Rs. 30,000+GST**

**Dimensions: 1.5m x 3m  
1 side open**

-  2 Tables meausuring 5ft by 3ft
-  2 Chairs
-  2 Spotlights
-  1 Dustbin
-  1 Electricity points

## \*luxury studio

**Rate: Rs. 55,000+GST**

**Dimensions: 3m x 3m  
2 sides open**

-  2 Tables meausuring 5ft by 3ft
-  4 Chairs
-  4 Spotlights
-  2 Dustbins
-  2 Electricity points

## \* delux studio

**Rate: Rs. 45,000+GST**

**Dimensions: 3m x 2m  
2 sides open**

-  1 Table meausuring 5ft by 3ft
-  2 Chairs
-  4 Spotlights
-  1 Dustbin
-  1 Electricity point

## \* flea market

**Rate: Rs. 25,000+GST**

**Dimensions: 2m x 2m  
1 Side open**

-  1 Table meausuring 5ft by 3ft
-  2 Chairs
-  1 clothes rack
-  2 Spotlights
-  1 Dustbin
-  1 Electricity point

## \* food court

**Rate: Rs. 25,000+GST**

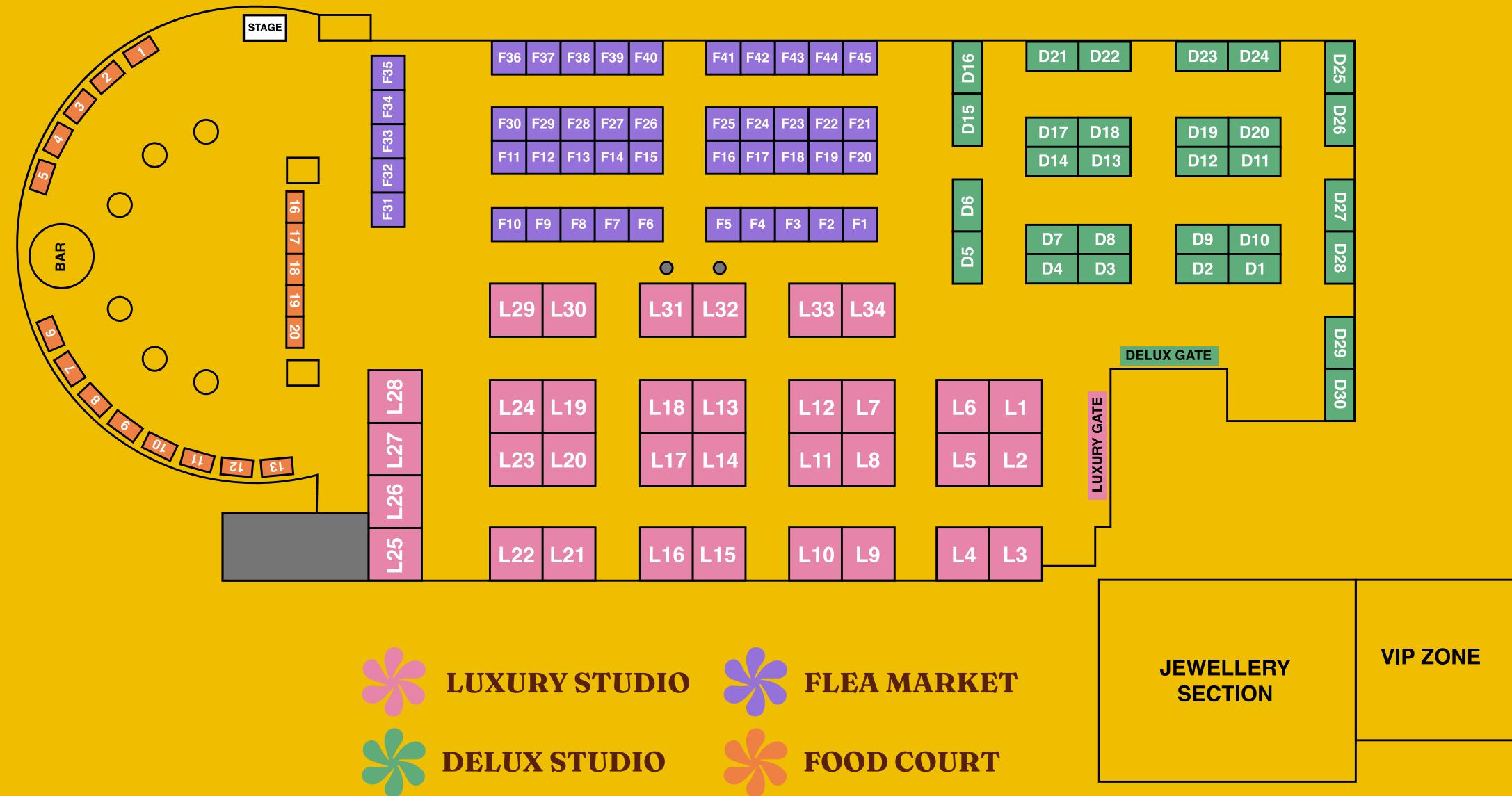
**Dimensions: 6ft x 3ft  
1 Side open**

-  1 Table meausuring 5ft by 3ft
-  2 Chairs/Stools
-  1 Dustbin
-  1 Electricity point

**Each Studio will be given- 2 Lunch packets, 2 Water bottles, Tea & Snacks, along with the above mentioned deliverables.**

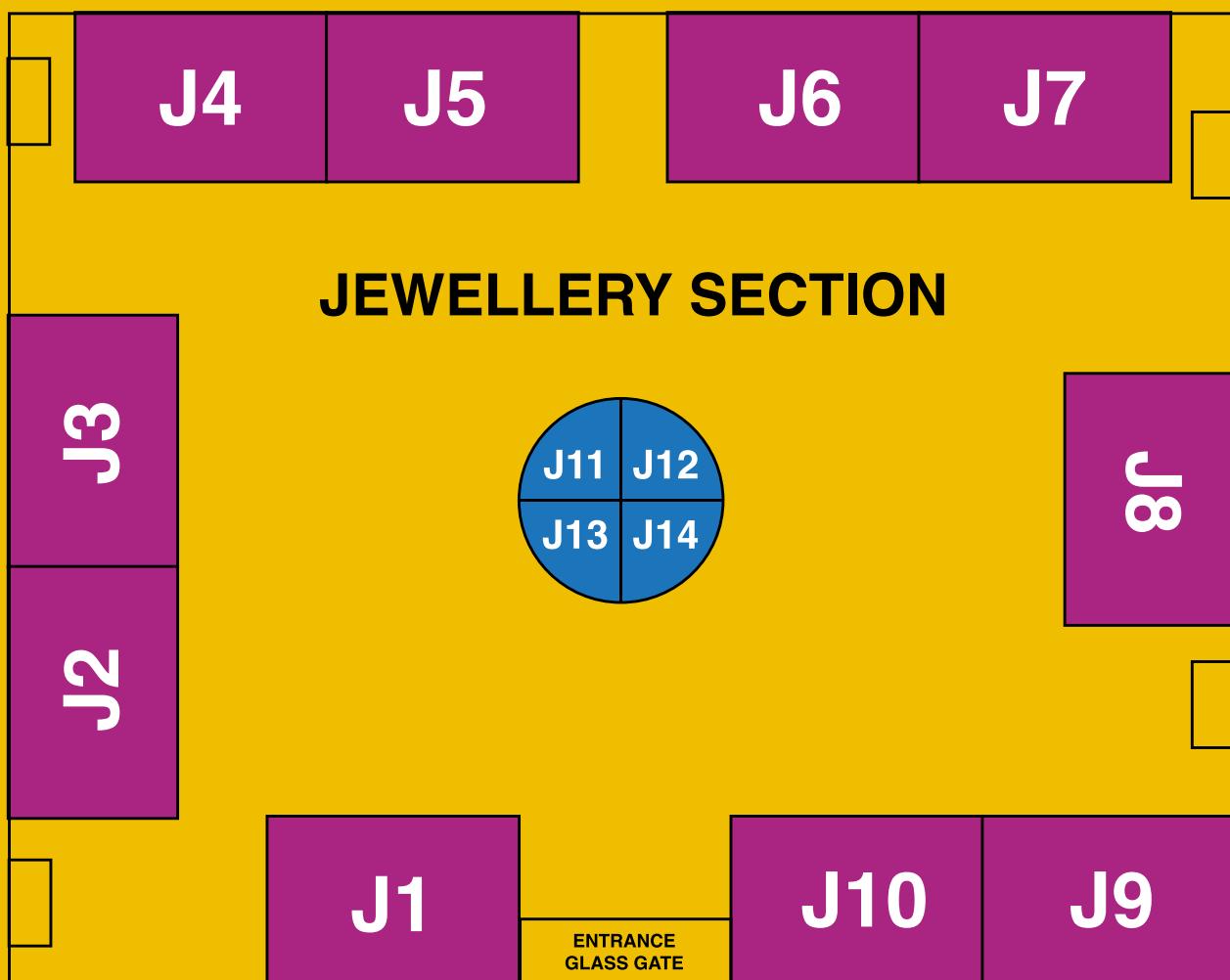
Note: Any items beyond the above mentioned list shall be chargeable.  
Charges would be informed upon request.

# EXHIBITION FLOOR PLAN



Note: This layout is an artistic representation of the exhibition area.  
The actual placement of the studio/passage may differ from the drawing shown above.

# JEWELLERY SECTION FLOOR PLAN



# PROMOTIONAL INITIATIVES

A comprehensive promotional campaign to woo the city is being planned over the upcoming three months. We expect a huge footfall over the duration of the event.

We plan to host events and workshops that align with the concepts of Bloom & Blend. Various activities such as events, road shows and promotions have been planned to promote this exhibit.

The comprehensive marketing strategy for Bloom & Blend includes a robust social media presence, advertisements, billboards across the city, magazine partnerships and electronic media coverage. This will ensure that the right clientele visits PC Chandra Garden during the event. We are also targetting high-net-worth individuals (HNIs) through diverse databases of various clubs and social networks. We also plan to collaborate with the top influencers of Kolkata through PR companies in order to take advantage of their social media reach and followers.

**newspaper ad**  
**billboards**  
**posters & standees**  
**social media marketing**  
**influencer marketing**  
**whatsapp & sms blast**  
**personal invites**



# TERMS & CONDITIONS

## 1. Organizers

**Definition:** The term "Organizers" refers to the individual, companies, or entities responsible for planning, managing and executing an event, such as an exhibition, conference, or fair. This includes all aspects of the event, from securing a venue to promoting the event, handling logistics, managing vendor relations and ensuring compliance with applicable laws and regulations.

## 2. Exhibitor

**Definition:** The term "Exhibitor" refers to individuals, companies, or entities that lease or rent space (such as STUDIOS) at an event for the purpose of showcasing, promoting or selling their products or services.

## 3. Booking and Payment

- **Application:** Booking of STUDIOS shall be on first cum first served basis. STUDIO booking applications must be completed and submitted through mail /official exhibition website or through an authorized representative.
- **Payment:** 50% payment of the total amount for the STUDIO must be made at the time of booking. The full payment must be made by 15th November, 2025. Additional discount of 10% of the STUDIO cost shall be provided if the entire amount for the studio is paid at the time of booking.
- **Cancellation:** **NO REFUND SHALL BE PROVIDED IN CASE OF CANCELLATION.**

## 3. Studio Allocation and Usage

- **Allocation:** STUDIOS will be allocated as per the STUDIO booked in the layout. The organizer reserves the right to allocate or reallocate STUDIOS as necessary.
- **Usage:** Exhibitors Holders must use their allocated space solely for the promotion and sale of products/ services relevant to lifestyle and wellness.
- **Alterations:** No alterations to the structure of the STUDIO are permitted without prior written consent from the organizer.
- **Subletting:** Subletting of STUDIOS is strictly prohibited.

## 5. Products and Services

- **Approval:** All products and services displayed or sold must be approved by the organizer. A form will be provided to the exhibitor, which must be duly filled out and signed with correct information. Exhibitors are required to provide accurate information and adhere to it. Any changes to the products must be communicated to the organizers in writing and can only be included after receiving written consent from the organizers. The organizer reserves the right to prohibit any items deemed inappropriate or irrelevant.
- **Safety:** Products and services must comply with all safety standards and regulations.

# TERMS & CONDITIONS

## 6. Liability and Insurance

- *Insurance:* Exhibitors Holders must hold valid public liability insurance covering their participation in the exhibition.
- *Liability:* The organizer is not liable for any loss, damage, or theft of STUDIO holder's property. STUDIO holders can participate at their own risk.
- *Indemnity:* STUDIO holders agree to indemnify and hold harmless the organizer from any claims, damages, or expenses arising from their participation in the exhibition.

## 7. Promotion and Marketing

- *Promotional Material:* STUDIO holders are requested to email high-quality images and videos featuring their brand products, in order to be used for promotional incentive. They must email their Studio Fascia Name along with a short description of their brand and photos and videos to [bloomandblend2026@gmail.com](mailto:bloomandblend2026@gmail.com), by 15th December, 2025. The organizer will provide promotional material for the exhibition. STUDIO Holders are encouraged to promote their participation.
- *Use of Logos:* STUDIO Holders may use the exhibition's logo for promotional purposes with prior consent from the organizer in each instance at the end.

## 8. Breach of Terms & Conditions

- *Termination:* The organizer reserves the right to terminate a STUDIO participation for any breach of these terms and conditions without refund.
- *Penalties:* Breach of terms may result in additional charges or penalties as deemed necessary by the organizer.

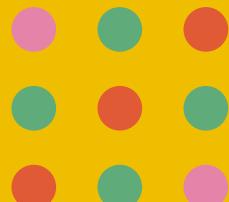
## 9. Miscellaneous

- *Amendments:* The organizer reserves the right to amend the terms and conditions at any time. STUDIO Holders will be notified of any changes.
- *Force Majeure:* The organizer is not responsible for any cancellations or alterations to the exhibition due to circumstances beyond their control.

By booking a STUDIO at the Bloom & Blend Exhibition, I agree to abide by these terms and conditions.

I have read and agree to the Terms and Conditions of Bloom and Blend Exhibition.

I understand that the studio booking is confirmed only after payment is received.



# SPONSORSHIP OPPORTUNITIES

**Be a Partner in Style, Culture & Community.**

We are excited to invite you to become a sponsor of our upcoming Fashion & Lifestyle Exhibition – Bloom & Blend.

This high-visibility event brings together a discerning audience passionate about fashion, home décor, wellness, accessories, and curated living. Set against the backdrop of the festive season, the exhibition promises premium footfall, brand exposure, and meaningful engagement for your brand.



**PLATINUM**  
Rs. 5,00,000

**GOLD**  
Rs. 3,00,000

**SILVER**  
Rs. 2,00,000

**ASSOCIATE**  
Rs. 1,00,000

**CO-ASSOCIATE**  
Rs. 25,000

## SPONSORSHIP MILEAGE: PLATINUM, GOLD & SILVER

### Pre-Event Promotional Mileage

#### Logo Placement on Marketing Materials

- Flyers, posters, digital ads & brochures.
- Email campaigns and newsletters

#### Website & Social Media Recognition:

- Sponsor logo on the event website.
- Highlight posts/stories about sponsors on Instagram & Facebook.
- Sponsor shout-outs during countdowns or promotional videos.

#### Press & Media Exposure:

- Mention in Press Releases.
- Inclusion in Print Media Advertisement

#### Dedicated Sponsor Spotlight:

- Weekly sponsor highlights featuring their services/products.
- Blog posts or short interviews on your website or social media

#### Inclusion in Paid Advertisements:

- Tag sponsors in paid social media promotion on Instagram & Facebook.

Platinum	Gold	Silver	Associate	Co-associate
YES	YES	YES	NO	NO
YES YES	NO YES	NO NO	YES YES	YES YES
YES	YES	NO	NO	NO
YES YES	YES YES	YES YES	NO YES	NO YES
YES	NO	NO	NO	NO
YES	YES	NO	NO	NO
YES	NO	NO	NO	NO

## SPONSORSHIP MILEAGE: PLATINUM, GOLD & SILVER

### On-site Promotional Mileage

#### Branding at the Venue:

- Logo on the Big Screen at the venue.

#### Speaking Opportunities:

- An opportunity to go on stage and speak about your brand on both the days of the exhibition.

#### Live Mentions:

- Verbal acknowledgments during opening, closing or other sessions.

#### One Studio:

- One dedicated studio to showcase your brand on both days of the exhibition.

### Post-Event Promotional Mileage

#### Thank You Posts & Media Releases:

- Social media thank-you posts with sponsor tags and images.

#### Extended Social Media Presence:

- Sharing content/photos/videos after the event to maintain momentum and visibility.

Platinum	Gold	Silver	Associate	Co-associate
YES	YES	YES	NO	NO
YES	NO	NO	NO	NO
YES	YES	YES	NO	NO
YES (Luxury)	YES (Delux)	YES (Delux)	YES (Flea)	NO
YES	YES	YES	NO	NO
YES	NO	NO	NO	NO

# BANK DETAILS



## FOR GENERAL CATEGORY

Rotary Club of Calcutta Mahanagar  
ICICI Bank  
Sarat Bose Road Branch  
A/C No.: 037205004455  
IFSC: ICIC0000372  
MICR: 700229020

## UNDER 80G/CSR

Rotary Calcutta Mahanagar Trust  
PAN: AAATR6898K  
ICICI Bank (Sarat Bose Road Branch)  
A/C No.: 037201004840  
IFSC: ICIC0000372

# CONTACT DETAILS

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Facebook: bloomandblendkolkata

Website: [www.bloomandblend.in](http://www.bloomandblend.in)

Curated by:



**SANJAY BHALOTIA**  
President

**KAVITA BHALOTIA**  
Chairperson

**PRADEEP AGRAWAL**  
Secretary