

CELEBRATING
27th
YEARS

SINCE
1994

SHADOW

IMAGINATION • INNOVATION • INSPIRATION

Portfolio Presented by :
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Shadow Advertising & Communications Pvt. Ltd.



ABOUT US

One of the leading advertising & event management company, formed in the year 1994 and having significant presence in 22 states across India.

Our strongest USP are stronger rural diffusion, seamless execution and customized action plan.

Associated with Development sector & Govt. depts. since last 20 years.

Rich experience in the field of Awareness/ IEC campaigns, Focus Group Discussion, Street theatre, Conclaves, CSR programmes & Trade Fairs.



Campaign

Mobile van
Video on Wheels
Road show
POS activation
Sales camp
CSR activities
D2D activation

Event

Dealer meet
Corporate event
Conference meet
Trade fair
Stage show
Conclave

Rural Outreach

Folk show
Street play
Farmer meeting
Focus group discussion
Awareness/ IEC campaign
Rural activation

Branding

In-shop
Signage
Hoardings
Merchandising
ACP signage
Retail branding

Allied

Creative studio | Animation & graphics | Audio video content | POP material production
Media management | Housekeeping & hygiene | Wedding | Concept development



- Creative Studio
- Concept & Graphics
- Campaign visualization



- Housekeeping & Hygiene
- Pantry Service



- Events & Exhibition
- Corporate Events
- Trade Fair



- Food Delivery
- Executive Lunch
- High Tea



- Super structure/ German hanger
- Tentage
- Pagoda & Octonorm
- Swiss cottage
- Stagecraft
- Food & Beverage
- Light & Sound Equipment
- Electrical Equipment
- Stage Management
- Guest Hospitality
- Entertainment
- Advertisement & Publicity
- Media Management
- Travel Management
- Design & Décor
- Power & Water Supply
- Cleaning & Sanitation
- Photo-Videography
- Security
- Fire & Safety
- Documentation



German Hanger	: 1 lakh sqft
Octonorm stalls	: 150 no.
Tentage	: 5 lakh sqft
Pagoda	: 50
Swiss cottage	: 25
Wooden platform	: 1 lakh sqft
Iron stage	: 12k sqft
Light, sound & electrical equipment	
Sanitary wares	



Director:	03 no.
Sr. Managerial:	07 no.
Managerial:	12 no.
Others:	41 no.
Total Workforce:	63 no.

EVENT & EXHIBITION

MILESTONE

EVENTS

- | | | |
|----|---|---|
| 1 | National Toshali Mela | : 2021-22 |
| 2 | State Level Exhibition Khadi Bazar | : 2021-22 |
| 3 | Odisha Intl. MSME Trade Fair | : 2019-20 2020-21 2021-22 |
| 4 | Intl. Sand Art (OTDC) | : 2015-16 2018-19 2019-20 2020-21 2021-22 |
| 5 | Sisir Saras (ORMAS, Panchayati Raj Dept.) | : 2013-14 2018-19 2019-20 2020-21 2021-22 |
| 6 | Upabhokta Jagran (Min. of Consumer Affairs) | : 2016-17 2017-18 2019-20 |
| 7 | Annual Mines Safety Week (OMC) | : 2018-19 |
| 8 | Adivasi Mela (STSC Dev. Dept.) | : 2014-15 2015-16 2016-17 2017-18 2018-19 2020-21 |
| 9 | Sargiful (STSC Dev. Dept.) | : 2014-15 2015-16 2016-17 2017-18 2018-19 2019-20 |
| 10 | Nabakalabera (NH & B, Works Dept.) | : 2015-16 |
| 11 | Sonepur Mela (Directorate of Tourism, Bihar) | : 2015-16 |
| 12 | Rajgir Mela (Directorate of Tourism, Bihar) | : 2015-16 |
| 13 | Lok Sangathan Utsav (PACS, DFID, UK Govt.) | : 2013-14 2014-15 |
| 14 | Samvaad (Tribal Cultural Society, Tata Steel) | : 2014-15 2015-16 |

MILESTONE



Event Management from Odisha to organize

...

- Asia's biggest & largest cattle fair **Sonepur Mela** in 2015 in Bihar (Directorate of Tourism, Govt. of Bihar).
- Renowned Buddhist congregation **Rajgir Mela** in 2015 in Nalanda, Bihar (Directorate of Tourism).
- State level tribal exhibition **Adivasi Mela** for **5 th** year in a row from 2015 to 2019 (STSC Development Dept., Govt. of Odisha).
- State level tribal children festival **Sargiful** for **6 th** year in a row from 2014 to 2019 (STSC Development Dept., Govt. of Odisha).
- Accommodation & other facilities for nearly **1.8 lakh** pilgrims in Samagara, Baliguali, Nagapatna, Malathipatapur in Puri during **Nabakalebar** in 2015 (Works Dept., Govt. of Odisha).
- Country's largest sand art festival **International Sand Art** for **3 rd** year in a row from 2018 to 2020 (OTDC, Govt. of Odisha).

MILESTONE



Event Management from Odisha to organize

...

- Inaugural year **Tribal Conclave** in 2014 & 2015 in Jamshedpur (Tribal Cultural Society, Tata Steel).
- Fooding arrangements for **5500** participants in 56th Annual Mines Safety Week Celebration in Dec' 2018 (Odisha Mining Corporation, Govt. of Odisha).
- Inaugural **Awareness Campaign on Birth spacing** in 2013 in Odisha (BBC Action Media, Dept. For Intl. Development (DFID), UK Govt.).
- Inaugural **Lok Sangathan Utsav** in 2014 & 2015 in Odisha (Poorest Area Civil Society (PACS), DFID, UK Govt.) involving event management service, fooding, accommodation & transportation of nearly **2000** participants.
- Inaugural **Awareness Campaign on Family planning & Reproductive health** in 2014 in Odisha (Futures Group, DFID, UK Govt.).

16th National Toshali Mela – Mar'2022 | SIDAC



16th National Toshali Mela – Mar'2022 | SIDAC



Khadi Bazar (Nalco) – Mar'2022 | KVIC



Khadi Bazar (Kaniha) – Mar'2022 | KVIC



Sisir Saras - Dec' 2021 | ORMAS



Odisha MSME Intl. Trade Fair- Jan' 2020 | OSIC | MSME



56th Annual Mine Safety Week Celebration 2018



56th Annual Mine Safety Week Celebration 2018



International Sand Art | Konark | OTDC | Govt. of Odisha



State Level National Voters Day 2019



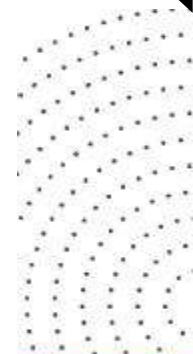
Sonepur Mela- 2015

Directorate of Tourism | Govt. of Bihar



Rajgir Mela- 2015

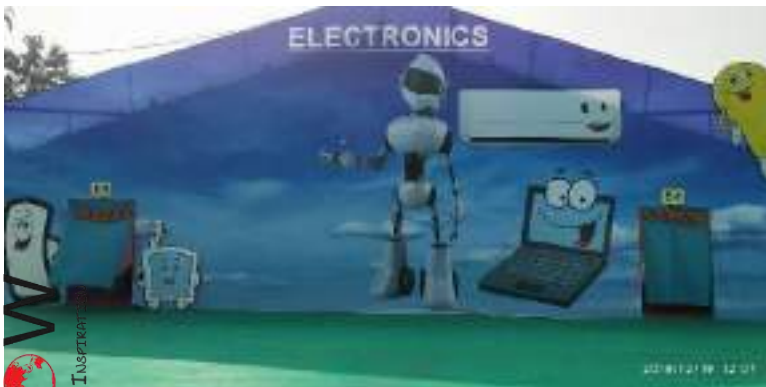
Directorate of Tourism | Govt. of Bihar



Sargiful- 2018



Sargiful- 2019



EVENT & EXHIBITION



EVENT & EXHIBITION



EVENT & EXHIBITION



CAMPAIGN



Tribal Conclave – Tata Steel Tribal Cultural Society





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Shadow Advertising & Communications Pvt. Ltd.

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