



Educational Excellence's EXCITING NEXT CHAPTER!

Educafe, the largest education and career expo, unfolds **again in Kerala**



 madhyamam

EDU CAFE

EDUCATION & CAREER FESTIVAL | INDIA 2024



APRIL **MALAPPURAM**
16,17



APRIL **CALICUT**
19,20



APRIL **KANNUR**
22,23



MAY **KOCHI**
07,08



MAY **KOLLAM**
11,12

WHO CAN PARTICIPATE

UNIVERSITY

COLLEGE

SCHOOL

MEDICAL COLLEGE

DENTAL COLLEGE

ENGINEERING COLLEGE

MANAGEMENT INSTITUTE

ENTRANCE COACHING

COMMERCE INSTITUTE

IAS ACADEMY

STUDY ABROAD

PSC COACHING

LANGUAGE STUDY

TRAINING CENTRE

AIRLINE ACADEMY

ART SCHOOL

FINISHING SCHOOL

EDU APPS

EDU CONSULTANCY

EDU INSTITUTE

EDU SUPPLIER

EDUTECH FIRM

About Madhyamam

- ▶ First International Indian Daily
- ▶ Most trusted international media brand in Malayalam
- ▶ Major chunk of readers include from affluent NRIs, Business People, decision makers, politicians, researchers and think tanks
- ▶ Social activists and reformers trust Madhyamam as their reliable partner in covering social issues
- ▶ Indepth political analysis and issue related data based articles are read and discussed by society and people in power for decision making
- ▶ Non Resident Keralites in GCC, who constitute major buyers of any product or service rely Madhyamam as their most trustworthy and reliable source for information and news analysis
- ▶ Brands attached to Madhyamam is also trusted as people know that we publish advertisements after stringent scrutiny
- ▶ Only indian news paper publishing from 7 countries (India, KSA, UAE, Kuwait, Oman, Qatar, Bahrain)

About Educafe

- ▶ An edutainment festival on education & career
- ▶ Stalls by leading educational institutions
- ▶ Health & mental health sessions
- ▶ Students all over Kerala are expected to flock
- ▶ Counselling sessions to discover the students' true potential
- ▶ Sessions for parents
- ▶ Career planning
- ▶ Sessions by world renowned motivational speakers
- ▶ Fun laced intellectual games

10 YEARS OF SUCCESSFUL EDUTAINMENT JOURNEY

▶ **UAE** ▶ **QATAR** ▶ **KSA** ▶ **KUWAIT**
▶ **MALAPPURAM** ▶ **CALICUT** ▶ **KOCHI** ▶ **KANNUR** ▶ **KOLLAM**

EMINENT SPEAKERS OF PREVIOUS YEARS



Pullala Gopichand



S. Nambi Narayanan



Dr. Azad Moopen



A.P.M Mohammed



Dr. Alexander Jacob IPS



Dr. Adeela Abdulla IAS



PC Musthafa



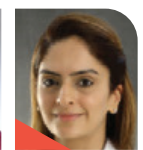
Dr. Sheena Shukoor



Priya Kumar



Aarti C Rajaratnam



Mahek Uttamchandani



Dr. Sarin P



Vijay Menon



Madiha Ahmed



Agastya Jaiswal



Naina Jaiswal



Dr. Sangeeth Ibrahim



Resul Pookutty



Arun Kumar



GS Pradeep



Mary Katherine Macrindle



Gireesh Gopal



Mentalist Aathi



Mentalist Kedar



Sreevidhya Santhosh



Jojo



V Kathiresan



Ansar Shaikh IAS



Farookh Sensei



Magic Leo



Raj Kalesh



Sahala Parveen



Zakkariya Cigi



Dr. Maaney Paul



Gopinath Muthukad



Dr. Danya Menon



Mentalist Nipin Niravath



Pramod Mahajan



Ehtisham



Clyde DeSouza



Avelo Roy



Dr. Anees Ali



O. Muhamed Ali



Srivalsan Murugan

HIGHLIGHTS

- THE BIGGEST EDUCATIONAL EXPO IN KERALA.
- 2 DAYS FULL DAY EVENT IN EACH VENUES
- STALLS BY LEADING EDUCATIONAL INSTITUTIONS.
- PARTICIPATION OF STUDENTS FROM ALL CATEGORIES.
- SPECIAL AWARDS, MOCK TEST, CONTESTS, TESTS AND QUIZ PROGRAMMES.
- DIRECT INTERACTION WITH UNIVERSITIES AND COLLEGES.
- TOPPERS TALK & MOTIVATIONAL SESSIONS BY EMINENT PERSONALITIES.
- COUNSELLING SESSIONS TO SHOW THE RIGHT PATH TO SUCCESS.
- INTERACTIVE SESSIONS & SPECIAL SESSIONS FOR PARENTS.

PROMOTIONS

- SMS, Email Campaigns
- Social Media & Influencers promotions
- FM Radio Promotions
- Direct School, College & Institution Invitations
- News Coverage and Promo campaigns
- Print Advertisement & Channel advertisements

BRANDING OPPORTUNITIES FOR SPONSORS

- Digital (Madhyamam.com):** Ads, News, Logo, Registration links etc.
- Social Media (FB, Insta, Youtube):** Ads, News, Logo, Video Promo.
- Print (Madhyamam & Gulf Madhyamam):** Ads, News, Logo etc.
- PR:** Radio Promo, LED TVC Display, Anchor Mention etc.
- Venue Branding:** Hoarding, Posters, Dangler, Kiosk etc.

TARIFF

SPONSORSHIP	CALICUT/MALAPPURAM	KANNUR/KOCHI	KOLLAM	ALL
Title Sponsor	70 Lakhs	50 Lakhs	40 Lakhs	2.5 Crore
Brought To You By	50 Lakhs	35 Lakhs	30 Lakhs	1.75 Crore
Powered By	35 Lakhs	25 Lakhs	20 Lakhs	1.2 Crore
Co-Sponsor	20 Lakhs	15 Lakhs	10 Lakhs	65 Lakhs
Premium Stall	1 Lakh	80,000	70,000	4 Lakhs
Normal Stall	70,000	60,000	50,000	3 Lakhs

