

 **madhyamam**

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Your Media & Events Partner

# KERALA'S LARGEST HOLISTIC EDUCATION & CAREER EXPO

2026 APRIL



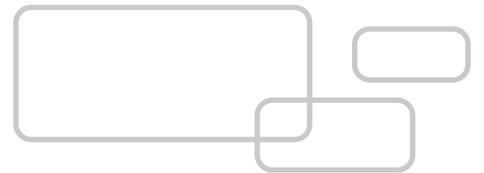
**CALICUT | MALAPPURAM | KOCHI**

**11 YEARS OF SUCCESSFUL EDUTAINMENT JOURNEY**



# THE SCALE OF IMPACT

Educafe by the Numbers  
A Celebration of Growth and Reach



6 Days

3 Locations

60 + Speakers

3,000 + Courses

10,000 + Parents

8,000 + Teachers

40,000 + Students

5 M+ Social Media Reach

300 + Educational Institutions

# WHERE CURIOSITY MEETS OPPORTUNITY

11 Years of Transforming Aspirations into Achievements

Educafe is Kerala's premier education and career platform, connecting students, parents, educators, and institutions beyond classrooms. For over a decade, it has brought together leading universities and skill partners from India and abroad to guide students toward the right career pathway

## Why Educafe ?

-  Kerala's largest holistic education & career festival
-  11 years of trusted edutainment excellence
-  Leading universities, academies & global institutions
-  Career counselling, aptitude mapping & scholarships
-  Interactive sessions, expert talks & admissions

"Educafe is not just a fair  
it's a celebration of curiosity and opportunity.  
Empowering Knowledge. Enabling Futures."

# FROM HEADLINES TO HORIZONS

The Most Trusted Media Brand Connecting Generations Through Knowledge

Madhyamam is the first international Indian daily published from seven countries and the most trusted global Malayalam media brand. With a strong focus on education, Madhyamam empowers students, parents, and educators through knowledge-driven initiatives across Kerala and the Gulf

## Education-Focused Initiatives

Madhyamam Velicham – for school students

Webinars & seminars for students and parents

Campus World – campus activity supplement

Merit Day – achievers recognition

Come on Kerala – Knowledge Zone Pavilion

Vidya – education guidance magazine

SSLC mastery crash courses

AI & Robotics training programs

Crack the Code Edu Summit



Presence



India: Calicut, Kochi, Trivandrum, Malappuram, Kannur, Thrissur, Kottayam, Bengaluru



Gulf: UAE, Bahrain, Kuwait, Oman, Qatar, KSA

*"Leader in educational empowerment in Kerala and the Gulf"*

# MORE THAN AN EXPO — IT'S A POWERFUL BRAND PLATFORM



## Scale That Delivers Impact

- ▶ Scale That Delivers Impact
- ▶ 11+ years of proven edutainment success
- ▶ Multi-city presence across Kerala & GCC
- ▶ Participation from leading universities & institutions

## High-Value Footfall

- ▶ 50,000+ students, parents & educators
- ▶ Strong participation from schools & colleges
- ▶ Decision-makers actively exploring education pathways
- ▶ Consistent daily footfall across all locations

## Deep Engagement Opportunities

- ▶ Direct interaction with students & parents
- ▶ Live sessions, panel discussions & workshops
- ▶ Career counselling zones & experience-led activations
- ▶ Scholarships, contests & on-ground engagement

## Maximum Brand Visibility

- ▶ On-ground branding across stalls & venues
- ▶ Stage presence & speaker integrations
- ▶ Digital, print & social media amplification
- ▶ Pre-event, live & post-event media coverage



## PAN-REGION REACH

UAE | QATAR | KSA | KUWAIT | BAHRAIN  
MALAPPURAM | CALICUT | KOCHI | KANNUR | KOLLAM | TRIVANDRUM

**"Educafe turns visibility into value connecting brands with the future generation at scale."**

# Ideas. Insights. Inspiration

From Visionaries to Innovators The Minds that Shape the Future



APJ ABDUL KALAM INNOVATION AWARD



EDUCATION 'EXCELLENCE AWARD



PRINCIPAL SUMMIT



APTITUDE TEST



MindMatters (Psychology Related topics)



Career Compass (Career Sessions)



Dream, Discover, Depart (Study Abroad)



Parent Connect (Parenting)



Experience Cafe (Toppers Talk & Success chat)



EduQuest (Quiz Programmes)



LaunchPad (Workshops)



The Expert Edge (Expert Sessions)



MemeTime (Edutainment shows)

## EMINENT SPEAKERS OF PREVIOUS YEARS



Pulela Gopichand



S. Nambi Narayanan



Dr. Azad Moopen



Resul Pookutty



Dr. Alexander Jacob IPS



A.P.M. Mohammed Hanish IAS



Dr. Adeela Abdullah IAS



P.B. Nooh IAS



Ansar Shaikh IAS



Vijay Menon



Naina Jaiswal



Mamata Mohandas



Dr. Arun Kumar



Dr. G.S. Pradeep



Mentalist Aathi



Mentalist Kedar



Sreevidhya santhosh



P.C. Musthafa



Farookh Sensai



Aarthi C. Rajaratnam



Magic Leo



Raj Kalesh



Sahala Parveen



Aswathy Sreekanth



Dr. Maaney paul



Gopinath Muthukad



Mentalist Nipin Niravath



Dr Soumya Sarin



Dr. Ananthu S.



Rajamoorthy



Sulaiman Melpathur



Dr. Anil Muhammed



Basim Plate



Rashid Gazzali



Yathish Chandra IPS



Divya S Iyer IAS



Dr. Shimna Azeez



Mujeeb T



Lijeesh Kumar



Rejaneesh VR



Sujith Bakthan



Susan Abraham



Mansoorali Kappungal



VM Sadique Ali



Mathukutty



Jiyas Jamal



Mohammed Ajmal



Muhammed Alfian



Praveen Chirayath



Dain Davis

# Who Can Partner With Educafe



“A High-Impact Platform for Education & Youth-Focused Brands”

## CORE PARTNER CATEGORIES



### Education & Coaching

Universities • Colleges • Professional Academies  
• Coaching Centres • Study Abroad  
• Skill & Language Institutes

### Educational Services & EdTech



EdTech Platforms • Edu Apps • AI & Robotics  
• Online Learning • Career Assessment  
• Coding & Digital Skills



### Campus Utilities & Education Suppliers

School Furniture • Lab Equipment  
• Interactive Boards • School Tools • Stationery  
• Management Software

### Lifestyle, Sports & Student Essentials



Sports Brands • Travel & Mobility  
• Bags & Accessories • Books & Publishing  
• Bicycles • Youth Lifestyle Brands



### CSR & Institutional Partners

CSR Education Initiatives  
• Scholarships • Career Guidance  
• Student Wellness & Psychology Clinics

# WHY THESE BRANDS CHOOSE EDUCAFE

-  Direct access to **50,000+** students, parents & educators
-  Strong presence of **decision-makers & influencers**
-  Multiple touchpoints: **stalls, stage, activations & media**
-  Pan-Kerala & GCC reach with measurable visibility

## IDEAL FOR BRANDS THAT WANT TO

-  Build trust with the **next generation**
-  Drive high-quality leads at scale
-  Launch products & services in education space



Educafe is where education, aspiration, and brands connect—at scale.

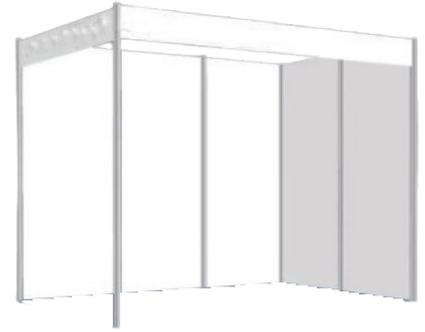




### Scheme 1

#### 2x2mtr (Single Side Open)

Shell Scheme Wall - 200cm(w) x 250cm(h) x 3 Walls  
Fascia Name board - 200cm (w) x 24cm (h) x 1 Fasci Board



### Scheme 2

#### 3x2mtr (Single Side Open)

Shell Scheme Wall - 300cm(w) x 250cm(h) x 1 Wall  
Shell Scheme Wall - 200cm(w) x 250cm(h) x 2 Walls  
Fascia Name board - 300cm (w) x 24cm (h) x 1 Fasci Board



## Tariff (Sponsorship)

Category	Calicut	Malappuram	Kochi	All(3)	Benefits
Title Sponsor	75 Lakhs	80 Lakhs	50 Lakhs	2 Crore	Stall, Ad, PR, Digital Promo
Brought To You By	55 Lakhs	60 Lakhs	40 Lakhs	1.5 Crore	
Powered By	45 Lakhs	50 Lakhs	30 Lakhs	1.15 Crore	
Co-Sponsor	20 Lakhs	25 Lakhs	15 Lakhs	50 Lakhs	
Category Sponsor	30 Lakhs	25 Lakhs	20 Lakhs	70 Lakhs	

## Tariff (Stall)

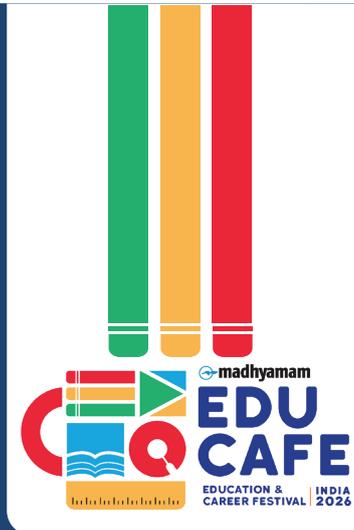
Stall (3 x 2)	60,000	60,000	50,000	1.6 Lakhs	Shell Scheme, 1 Table, 2 Chairs, 1 Plug Point,
Stall (2 x 2)	50,000	50,000	40,000	1.25 Lakhs	
Table space	30,000	30,000	25,000	80,000	1 Table, 1 Chair

GST 18% Extra, Booking Advance: Rs.10,000/- for each location (Non-Refundable)

Custom sponsorship packages available

# BRANDING & PROMOTION OPPORTUNITIES

- ⇒ Digital Branding & Promotions
- ⇒ Online Ads
- ⇒ Programme Live Telecasting
- ⇒ Social Media Promotions
- ⇒ Video Bite
- ⇒ Video Promotions
- ⇒ E Mail/SMS Campaign
- ⇒ Influencer Marketing
- ⇒ Barricade Branding
- ⇒ Direction Board Branding
- ⇒ Entrance Gate
- ⇒ Flag
- ⇒ Hanging Banner
- ⇒ Hoarding
- ⇒ Island Counter
- ⇒ Focus Feature
- ⇒ Interviews
- ⇒ Launch News
- ⇒ News Coverage
- ⇒ Offer News
- ⇒ PR Article
- ⇒ Programme News
- ⇒ Advertisement
- ⇒ Logo Publicity
- ⇒ Anchor Mention
- ⇒ Awards
- ⇒ Memento
- ⇒ Prize Distribution
- ⇒ Product/Logo Launch
- ⇒ Bags/Packaging



- ⇒ Kiosk
- ⇒ Stall
- ⇒ LED Logo Display
- ⇒ Mascot
- ⇒ MockUp
- ⇒ Roll Ups
- ⇒ TVC, LED Logo Display
- ⇒ Venue Branding
- ⇒ Product Display
- ⇒ Product Integration
- ⇒ Hall Branding
- ⇒ Award News
- ⇒ Collaboration News
- ⇒ Editorial Features
- ⇒ Cap
- ⇒ Cover Branding
- ⇒ Gifts
- ⇒ Note Pad
- ⇒ Paper Bags
- ⇒ Paper Cup
- ⇒ Data Sharing
- ⇒ Pen
- ⇒ Inserts/Flyers
- ⇒ Sampling
- ⇒ T Shirt
- ⇒ Ticket/Wristband
- ⇒ Branding
- ⇒ Spot Gifts
- ⇒ Quiz
- ⇒ Contests



“Invest in visibility. Convert attention into trust.”

# 360° Brand Visibility at Scale

## On-Ground Branding

- Entrance gate & venue branding
- LED logo displays & kiosks
- Stalls, roll-ups & product displays
- Stage presence & mascot activations

## Media & Digital Amplification

- Print, digital & social media promotions
- Influencer marketing
- Video bites & promotional videos
- Email & SMS campaigns
- Live programme coverage

## PR & Content Integration

- Launch news & interviews
- Editorial features & focus stories
- Logo publicity & anchor mentions
- Awards, mementos & prize distribution

## Merchandise & Engagement

- Bags, T-shirts, caps & giveaways
- Sampling, inserts & flyers
- Quizzes, contests & spot gifts
- Product & logo launches

## The Educafe Advantage

- Pan-Kerala & GCC visibility
- Multi-touchpoint brand recall
- High engagement, not just impressions
- Trusted Madhyamam media ecosystem



*"Educafe turns sponsorship into long-term brand equity."*

# SOME OF OUR ESTEEMED PARTNERS


## PROMOTION

- ▶ SMS, Email Campaigns
- ▶ FM Radio Promotions
- ▶ News Coverage and Promo Campaigns
- ▶ Social Media & Influencers Promotions
- ▶ Direct School, College & Institution Invitations
- ▶ Print Adverstment & Channel Adverssments



# BENEFITS FOR EDUCATIONAL INSTITUTIONS

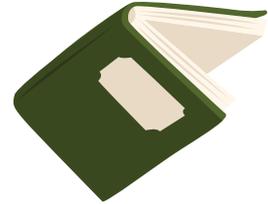
Joining Educafe opens doors to unmatched visibility, engagement and credibility. It is more than an expo — it's a powerful platform for institutions to grow their brand, connect with qualified prospects, and leave a lasting impact.



## WHY BRANDS PARTNER WITH EDUCAFE

### A Trusted Platform with Real ROI

Educafe is more than an education expo—it's a high-impact brand engagement ecosystem that connects sponsors with students, parents, educators, and decision-makers at scale.



#### • Sponsor Advantages •

##### **Pan-Region Reach**

Access high-intent audiences across multiple cities in Kerala and the GCC.

##### **Brand Trust & Credibility**

Leverage Madhyamam's media legacy and credibility across Kerala and the Gulf

##### **Thought Leadership & Stage Presence**

Position your brand as a knowledge leader through panels, launches, awards, and expert sessions.

##### **CSR & Purpose Branding**

Associate with scholarships, wellness initiatives, and student development programs that build long-term goodwill.

##### **Multi-Channel Media Exposure**

Integrated visibility across print, digital, social media, and on-ground platforms before, during, and after the event

##### **Targeted Engagement Zones**

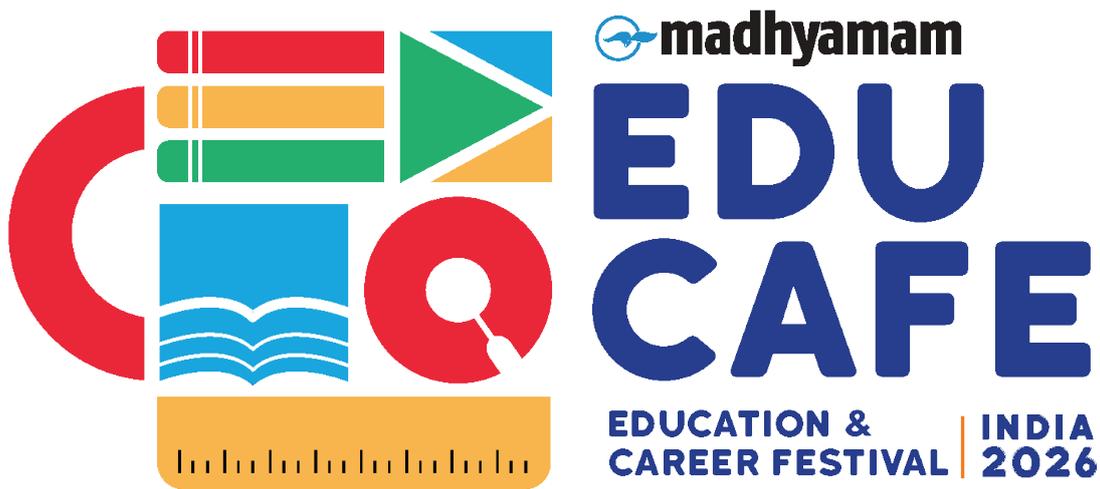
Custom activations, counselling zones, contests, and experience-led interactions for deeper brand recall.

##### **Long-Term Brand Recall**

Post-event visibility via Educafe's digital platforms and Madhyamam's media extensions.

##### **High-Quality Footfall**

Engage directly with 50,000+ students, parents, and educators actively exploring education and career pathways.



**EDUCAFE TRANSFORMS PARTICIPATION INTO PARTNERSHIP  
GIVING EVERY INSTITUTION THE RECOGNITION IT DESERVES  
AS A MENTOR OF FUTURE GENERATIONS.**

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