

# Sponsorship Proposal

**Tirthayatra**  
**Mauritius**

Visit Our Website

[tirthayatramauritius.com](http://tirthayatramauritius.com)



# Tirthayatra Mauritius



## About TYM

Tirtha Yatra Mauritius is organizing a series of trips from various regions of India to Mauritius, starting from April 2024.

While numerous local travel agencies highlight Mauritius primarily for its beaches and leisure, our initiative acknowledges the strong desire among elderly individuals in India to explore religious sites globally.

As you may know, there are many spiritual pilgrimages within India, but few opportunities exist for those outside the country. Given its rich Hindu heritage, Mauritius is an exceptional religious destination for them, promising a spiritual memorable journey.

We welcome you to join us in expanding our outreach for this pilgrimage to Mauritius, which began in April 2024.

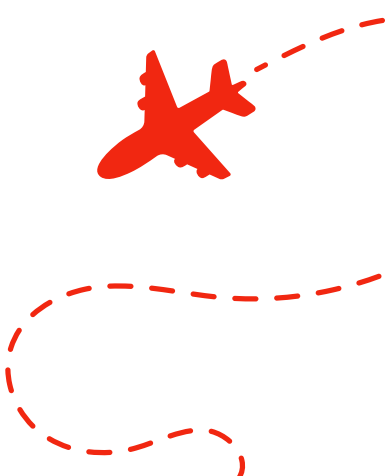
Together, let us embark on this sacred journey and create an unforgettable experience for our senior citizens.

## About Zee Entertainment

From giving India its first private satellite TV channel in 1992, to reaching 1.3 billion viewers in more than 190 countries through more than 50 TV channels and digital platforms. ZEE, today, is the **global entertainment go-to**, with an integrated team creating and serving extraordinary content.

## About Mauritius

Mauritius is the perfect destination for those looking to connect with nature. Along with its stunning white sandy beaches, the island boasts a surprising abundance of lush greenery. Many hidden treasures await exploration in Mauritius that are often overlooked by most tour operators. These range from natural wonders to large modern shopping centers. We are the pioneers in showcasing all these locations in our unique unseen Mauritius Tours.



# Tirthayatra Mauritius



## Executive Summary:

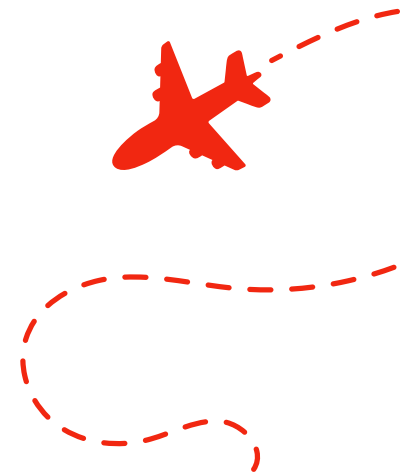
Mauritius, with its stunning landscapes, cultural diversity, and rising global recognition as a premier destination, offers a significant growth trajectory for the tourism industry.

TYM along with Zee Network is coming along for a unique concept to showcase Mauritius with a different lens

Come join with us in this 1<sup>st</sup> ever kind of project and get mileage in India and Mauritius.

## Industry Overview:

Mauritius is a preferred destination for travelers seeking serene beaches, cultural immersion, and spiritual rejuvenation. The tourism sector contributes approximately 24% to the GDP of Mauritius, with over 1.4 million tourists visiting annually (pre-pandemic figures). Spiritual and cultural tourism is an emerging trend, providing untapped growth opportunities.



# Tirthayatra Mauritius

## About The Project

**Objective** – Showcase Mauritius cultural diversity with Indian Flavor and establish Mauritius as pilgrimage destination

**Idea** – Mauritius has more than 100 Indian temples which are preserved for more than 100 years and now its time to showcase these preserved temples among Indian audience.

**Concept** – TYM along with Zee Entertainment are going to produce 4-episode series showcasing Hindu Temples situated at various locations in Mauritius. Half n Hour episodes will be hosted by prominent anchor for story telling and will cover surrounding locations.

It will be showcased on Zee Zest (SD+HD) TV channels in India.

Show Promos – 75 promos on Zee Zest for awareness



# Tirthayatra Mauritius

## Sponsorship Proposal

### Sponsorship Opportunity:

Sponsorship Cost : \$150,000/-

Sponsorship Options : Co-Sponsor, Associate Sponsors, Support Sponsors

### Fund Utilization:

#### 1. Marketing and Branding:

- Out of our total requirement \$ 1,30,000 will be used to produce 04 short films with the help of ZEE Entertainment Network
- This price also includes cost of travel and other charges which will be spent on this project.
- Balance \$ 20,000 will be spent on Digital marketing campaigns to boost global visibility.
- Brand Mileage – Logo Placement in marketing collaterals, announcement on TV as sponsor and the credits.
- Co-sponsor will get 3 sec tags on the promos
- On-Ground brand recognition
- Special spot rates to place brand ads on Zest during the show for key sponsors



# Tirthayatra Mauritius

Ceremony of Exchange of  
Certificates/Permissions Between ZEE  
and TYM For The Program



# Tirthayatra Mauritius

## Sponsorship Proposal

We are fetching daily hits of 50 to 80 people across the globe right now. After our tremendous social media boost for zee event we are expecting hits in hundreds for our website.

### **From the Desk of Owner of TYM India Entity**

"Investing in our tourism company offers a unique opportunity to be part of a fast-growing, sustainable, and innovative venture in Mauritius. With a clear growth plan, proven market demand, and strong financial projections, this partnership is set to yield substantial long-term benefits.

We look forward to discussing this opportunity further and welcome any questions or suggestions."

### **Disclaimer**

This plan may vary as per the model of sponsorship plans.



## Schedule of Registrations Obtained

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#### Service Recipient – TirthaYatra Mauritius

Permanent Account Number (PAN) – AAMPV6307K

GST Registration Number (GSTIN) – 27AAMPV6307K2Z2

Tax Account Number (TAN) – PNEN21863C

Professional Tax Enrollment Number (PTEC) – 99234471352P

Import Export Certificate Number (IEC) – AAMPV6307K

Udyam Registration Number (MSME Certificate) – UDYAM-MH-33-0424268

#### Service Provider – TirthaYatra Mauritius Limited

Company Registration Number – 205530

Business Registration Number – C24205530





# Tirthayatra Mauritius

## Certificate for Sponsors



### To Whom It May Concern

Tirtha Yatra Mauritius India Presents this groundbreaking concept that will unveil Unseen and Unexplored Facets of Mauritius via 4 episodic docu series of 22-24 min each focusing on the preservation of the great Hindu culture in Mauritius for last 190 years. It will be aired on Zee Zest India. TYM India join hands with Zee Entertainment to produce the show. To facilitate the production of this series, we hereby issue this certificate to Tirtha Yatra Mauritius India.

We propose the following benefits for potential investors in this project:

\* **Extensive Television Exposure:** The completed episodes will air on Zee Zest SD and Zee Zest HD India during Saturday or Sunday afternoon for a specified period. This prime-time slot boasts a weekly viewership of 7 crore viewers.

#### **Branding Opportunities:**

\* **Presenting Sponsors:** Names will be displayed at the beginning and end of each episode.

\* **Co-Sponsors:** Names will be displayed at the end of each episode.

\* **Discounted Advertising:** Zee Entertainment Enterprises Ltd will offer significant discounts on advertisements booked by sponsors who wants to reach additionally by way of TV spots on Zee Zest during the show

\* **Ongoing Benefits:** These benefits will remain in intact for the entire duration of the series' broadcast.

\* **Additional Marketing Opportunities:** Sponsors can leverage their involvement by using their names on banners, media coverage, and other marketing materials on ground. We believe this project offers a unique opportunity to reach a vast audience and promote your brand in a positive and culturally significant way.

Zee will provide all types of support in terms of Director, Producer, Anchor, Assistant, 02 camera operators, sound support and director of photography



Zee Entertainment Enterprises Limited

Regd. Office : 18th Floor, A-Wing, Marathon Futurex, N.M. Joshi Marg, Lower Parel, Mumbai - 400 013, India  
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# Tirthayatra Mauritius

TYM India Join Hands  
With Zee Entertainment



## To Whom so ever It May Concern

Tirtha Yatra Mauritius India Presents this groundbreaking concept that will unveil Unseen and Unexplored Facets of Mauritius via 4 episodic docu series of 22-24 min each **focusing on the preservation of the great Hindu culture in Mauritius for last 190 years.** It will be aired on Zee Zest India. TYM India join hands with Zee Entertainment to produce the show. To facilitate the production of this series, we hereby issue this certificate to Tirtha Yatra Mauritius India.

- \* Obtain necessary permissions from relevant government authorities in both Mauritius to shoot and telecast all our episodes.
- \* Coordinate with temple committees in Mauritius to schedule filming.
- \* Secure funding for the production of all episodes from eligible investors of Mauritius and India. Zee will start producing the show after receiving the payments in its bank account.
- \* Manage travel logistics and related expenses through sponsorship.

Upon completion, these episodes will air on Zee Zest SD and Zee Zest HD India on Saturday or Sunday afternoon for a specified period. This prime-time slot boasts a weekly viewership of 7 crore viewers.

ZEEL will provide all types of support in terms of Director, Producer, Anchor, Assistant, 02 camera operators, sound support and director of photography (10 People).



Zee Entertainment Enterprises Limited

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# Tirthayatra Mauritius

List of spots where we  
are going to film

- Trou Aux Cerf
- Water Reservoir en route to Ganga Talao
- Ganga Talao
- Black River Petrin area
- Caudan Waterfront
- Citadel Fort
- Notre Dame's Church
- Gris Gris Beach
- Sagar Shiv Mandir
- Spiritual Park
- La Laura Village

- Cascavelle Temple
- Sri Shiva Subramanya Temple
- Kailashnath Temple
- Kali Kovil Chebel
- Sai Baba Temple
- Hari Hara Devasthanam
- Maheswarnath Mandir
- Chinna Tirupati
- Meenakshi Amma Temple
- Pont Naturel



# Tirthayatra Mauritius



***Tirth Yatra Mauritius With Zee Entertainment Team***





***India's Leading Multiplatform Lifestyle  
Entertainment Brand***



NEXA Journeys  
PRESENTS

# INDIA'S BEST RESORTS

DRIVEN BY

Ciaz

PREMIERES  
JANUARY 8th

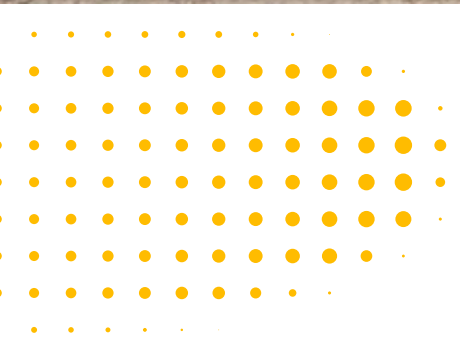
EVERY  
SUNDAY 2PM



## India's Best Resort

Fri 23:00

- Explore luxurious and adventurous destinations, along with their hyperlocal cuisines as hosts Harman Singha and Simran Kaur visit India's most breathtaking resorts.
- Episode Duration –30 minute



## Kan Kan Mein Konkan

**KONKAN  
DIARIES**

## Konkan Diaries

- Traverse through the undiscovered costal belt of Maharashtra with Host Addinath Kothare as he drives through to explore breath-taking marvel of nature.
- Episode Duration –30 minute

## Grant Trunk Rasoi

- From the barbequed temptations of Peshawar & Rawalpindi to the best-kept secrets of majestic Dastarkhans of Delhi, inspiring vegetarian feast of Banaras & tempting sweets of Bengal, Chef Harpal gets the best of Indian cuisine for you.
- Episode Duration –30 minute

## India 50 Best Dishes

- Chef Ajay Chopra sets foot on the journey to discover our nation's 50 best dishes.
- Episode Duration –30 minute



## Taste Ki Gully



- Chef Smit Sagar travels through the aromatic lanes of various cities across India and brings you some of the most unique and delectable street food recipes.
- Episode Duration –30 minute

## Patty-ay Ki Baat

- Chef Ajay Chopra celebrates the leafy greens used in Indian kitchens like never before while sharing some interesting information about these unique veggies.
- Episode Duration –30 minute





## Consumers



- 15-40 NCCS AB – Open-minded, progressive, urban audience with global outlook.
- Have a refined sense of style and are well-versed with the latest trends.

## Influencer network



Leading lifestyle influencers spanning across interests: Food, travel, health, beauty, fashion and lifestyle

## Celebrity connect



Top Chefs, Bollywood, TV celebs & International anchors

# All Flavor of Entertainment

Tirthayatra  
Mauritius



- Zee Zest as a leader in all things lifestyle have been at the forefront of innovation in the evolving food content.
- We always strive to bring the best of food content be it in instructional cooking, reality, travel and culture.
- Top rated shows across time band is a testimony that Zest is the most favourite lifestyle brand.
- 8/10 top shows in the genre are of Zee Zest



# Tirthayatra Mauritius



## Contact Information



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Dombivali East 421201, India**



**Tirthayatra**  
**Mauritius** 

*Thank  
You*