



JAM'ora

GUJARAT TO GLOBAL ROUTES

24TH MAY 2026, AMD

THE COLOSSAL RUNWAY OF GUJARAT.

JAM'ora brings the Biggest Fashion Runway Gujarat has ever seen. The saga of spotlight for brands, designers and creative distributors to come on a stage with style, stunning looks and unspoken stories. This iconic runway is a symbol of Fashion meets Fabulous faces of Bollywood and Urban Cinema taking these brands global .

We are not here to compete

We are here to claim our position

India is not inspired by fashion — India inspires fashion.

This is the rise of a global Indian IP.

History starts now.



GUJARAT, A PANTHEON OF GLOBAL FASHION.

JAM'ora strives to give Gujarat, a stitching story of spotlight, fashion and future. This fashion runway will bring its heritage, fabric, heirlooms and history of weaving legacies on Global Atlas with the greatest scale and style.



CONCEPT: RUNWAY TO GLOBAL SWAY

History remembers the runways of Europe. But it forgets the roots beneath them.

Long before Paris defined couture and Milan dictated luxury, India was weaving stories into fabric.

Not just garments legacies. When merchants docked at Gujarat's ports centuries ago, they weren't bringing fashion to India.

They were taking it back with them.

They carried Kashmiri motifs that became paisley. They carried Bandhani that evolved into bandanas. They carried muslin so fine it was called "woven air."

What the world applauded as innovation was often inspiration. Europe didn't create global fashion dominance overnight.

It curated, commercialized, and capitalized on what India had already perfected. The truth is powerful Global fashion didn't start on Western runways.

It started in Indian courtyards, royal ateliers, temple towns, and artisan homes.

We were never behind.

We were the blueprint.

And now, the blueprint becomes the headline.

OUTDOOR PROMOTION



1000+ Hoarding Screens



Live Telecast



Radio



Fashion Trucks



Live Digital Streaming



5+ Countries
Worldwide Promotions

OUTDOOR DOMINATION & LIVE STREAMING

Unmatched Visibility. Unstoppable Reach.

1. 1000+ Hoardings Across Gujarat

- Large to Small Format Outdoor Domination
- Highways, Prime City Spots & Premium Commercial Zones
- 4-5 Prime Billboard Locations in Mumbai
- PAN India Billboard Promotions

2. Live Telecast in Ahmedabad Streets

- Fashion Show Broadcast on 5+ Giant Outdoor LED Screens
- City-Wide Public Visibility
- Brand Logo Featured During Live Runway Moments

3. Official Radio Partner

- On-Air Promotions & Event Mentions
- Sponsor Name Announcements
- Mass Market Reach Across Gujarat

4. Fashion Truck Road Show

- Live Fashion Walk Across Ahmedabad
- Moving Billboard with Sponsor Branding
- High-Impact Street Activation & Viral Visual Presence

5. Live Digital Streaming (India)

- Official Streaming on a Leading Indian Digital Platform
- Nationwide Online Viewership
- Integrated Brand Visibility During Telecast

3. Gujarat to Global Routes – Worldwide Promotions

- 5+ Countries Activation
- UK | USA | UAE | Europe | Australia & More
- Global Fashion Positioning with International Digital Reach

• Multi-Million Outdoor Impressions • 100M+ Combined Digital & Media Reach • Pan-India + Global Brand Positioning

MEDIA & MARKETING PLAN

01

Pre-Event
Promotions

02

Digital Campaign
Highlight

03

On-Ground
Promotions

04

Event Day Branding
& Experience

05

Post-Event
Marketing

06

Extended Media
Coverage

PRE-EVENT & DIGITAL PROMOTIONS

Pre-Event Promotions – Build Hype & Anticipation

- Countdown campaigns on Instagram, Facebook, YouTube
 - Collaboration with local influencers & event bloggers
 - Outdoor hoardings in high-traffic locations
 - Flyers, café tie-ups, on-ground promotional collaterals
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Digital Campaign Highlights – Create Maximum Brand Recall

- Dedicated event hashtag for social media
- Paid ads & influencer reels tagged with sponsors
- Creatives, stories, teaser & reveal videos with title mention
- Continuous online brand reinforcement

ON-GROUND, EVENT DAY & POST-EVENT MARKETING

On-Ground Promotions – Boost Local Visibility

- Sponsor booths, sampling counters, interactive stalls
 - LED branding & on-stage logo placements
 - Branded photo walls, countdown screens, selfie corners
-

Event Day Branding & Experience – Maximise Engagement

- Stage shoutouts, anchor mentions, live social tagging
 - Sponsor logos on LED walls, entry arches
 - Brand lounges, food zones, engagement corners
 - Live coverage and Social Media Posting with title branding
-

Post-Event & Extended Coverage – Sustain Visibility

- Highlight reels, recap videos tagged with sponsors
- PR coverage, community shoutouts
- Photo galleries & analytics shared with sponsors
- Post-event social appreciation posts
- Follow-up influencer posts & attendee testimonials
- Portfolio shoot for sponsor branding

PR & MEDIA OUTREACH



100+ CHANNEL
DISTRIBUTION

NATIONAL VIRAL DOMINATION

Your Brand at the Center of India's Digital Spotlight

100+ PREMIUM PAGE DISTRIBUTIONS

Strategic PR Rollout

Bollywood • Fashion • Lifestyle • Business

Nationwide Amplification Engine

360° SOCIAL VISIBILITY

Logo Integration Across All Campaign Creatives

Continuous Brand Tagging

High-Frequency Recall

CELEBRITY RED CARPET INTEGRATION

Red Carpet Media Visibility

On-Camera Brand Mentions

Celebrity Video Bytes Announcing: "Presents by Your Brand Name"

(Exclusive to Title Partner)

PAN INDIA VIRAL NETWORK

Digital Platforms Including:

- Instant Bollywood
- Viral Bhayani
- Filmy Gyan
- Voompla
- Curly Tales
- tfbmediaofficial
- Shuchaelegujju
- Gujju Rocks
- Sneyh Zala
- Many More

• Additional High-Impact Viral Platforms National + Gujarat Market Penetration.

100+ Pages | Celebrity Endorsement Recall | Viral India-Wide Authority

Not Promotion.

Perception Leadership.



SPONSORSHIP SPECIAL

BIGGER THE BETTER

SPECIAL PARTNER
₹ 10 LAKH

SUPPORTED BY
₹ 15 LAKH

PRESENTS

₹ 3 Cr

CO PRESENT

₹ 1 Cr

POWERED BY
₹ 50 LAKH

CO POWERED BY
₹ 25 LAKH

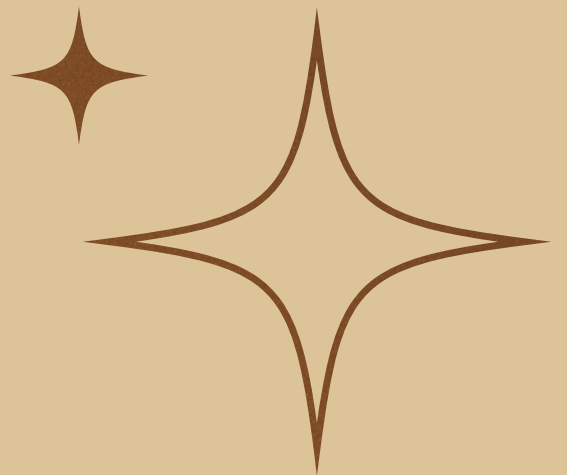
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TITLE ENGAGEMENT

Where Luxury Meets Legacy
Where Brands Become Global

"Your Brand Name" Presents ***JAM'ora*** – The Grand Runway
Step into the spotlight as the ***Face of JAM'ora.***
Own the most powerful positioning – the ***Title Sponsor.***



Worldwide Promotions (5+ Countries)

- Promotions in UK, USA, UAE, Europe, Australia & More
- Big-Size Logo on International Creatives
- 15–30 Sec Motion Logo Display
- Feature on New York Times Square Digital Screen
- Global Billboard & Digital Branding

PAN India Promotions

Hoardings Across:

Gujarat, Haryana, Punjab, Chandigarh, Bihar, Maharashtra, Rajasthan, Himachal Pradesh, Uttar Pradesh & More

- Big Logo on Top of Every Hoarding
- “Your Brand Name Presents JAM’ora” Headline Position
- Prime City Locations

Digital, PR & Media Domination

- Brand Mention in Every Social Media Announcement
- 100+ PR & Media Page Coverage
- Influencer Marketing Campaigns
- Multi-Platform Exposure:
Instagram, Facebook, YouTube, Digital Media & News Pages
- Magazine Feature (Print + Digital Coverage)

EXCLUSIVE AFTER PARTY ACCESS

- Private After Party with Celebrities & Top Designers
- 2 Exclusive Passes per Sponsor Only

100+ MILLION DIGITAL & BILLBOARD VIEWS

• Global Visibility • National Domination • Premium Brand Recall

Let’s Collaborate & Elevate Your Brand From Gujarat to Global Routes
JAM’ora – The Grand Runway
Where Brands Become Global

SPONSORS ENGAGEMENT

BRAND VISIBILITY & LOGO PLACEMENT

- Medium Size Logo on All Creatives
- Official Sponsor Recognition

PAN INDIA PROMOTIONS

- Nationwide Digital Campaigns
- Targeted Metro & Tier-1 Cities

LUXURY AFTERPARTY ACCESS

- Private After Party with Renowned Celebrities
- Networking with Top Designers & Premium Brands
- Elite Social Environment
- High-Value Industry Networking

ON-STAGE BRAND PRESENCE

- Product Display & 1-Minute Brand Speech

SOCIAL MEDIA & PR EXPOSURE

- Captions on 30 Gujarati Pages & 20 All-India Pages

RECOGNITION & BRAND PRESTIGE

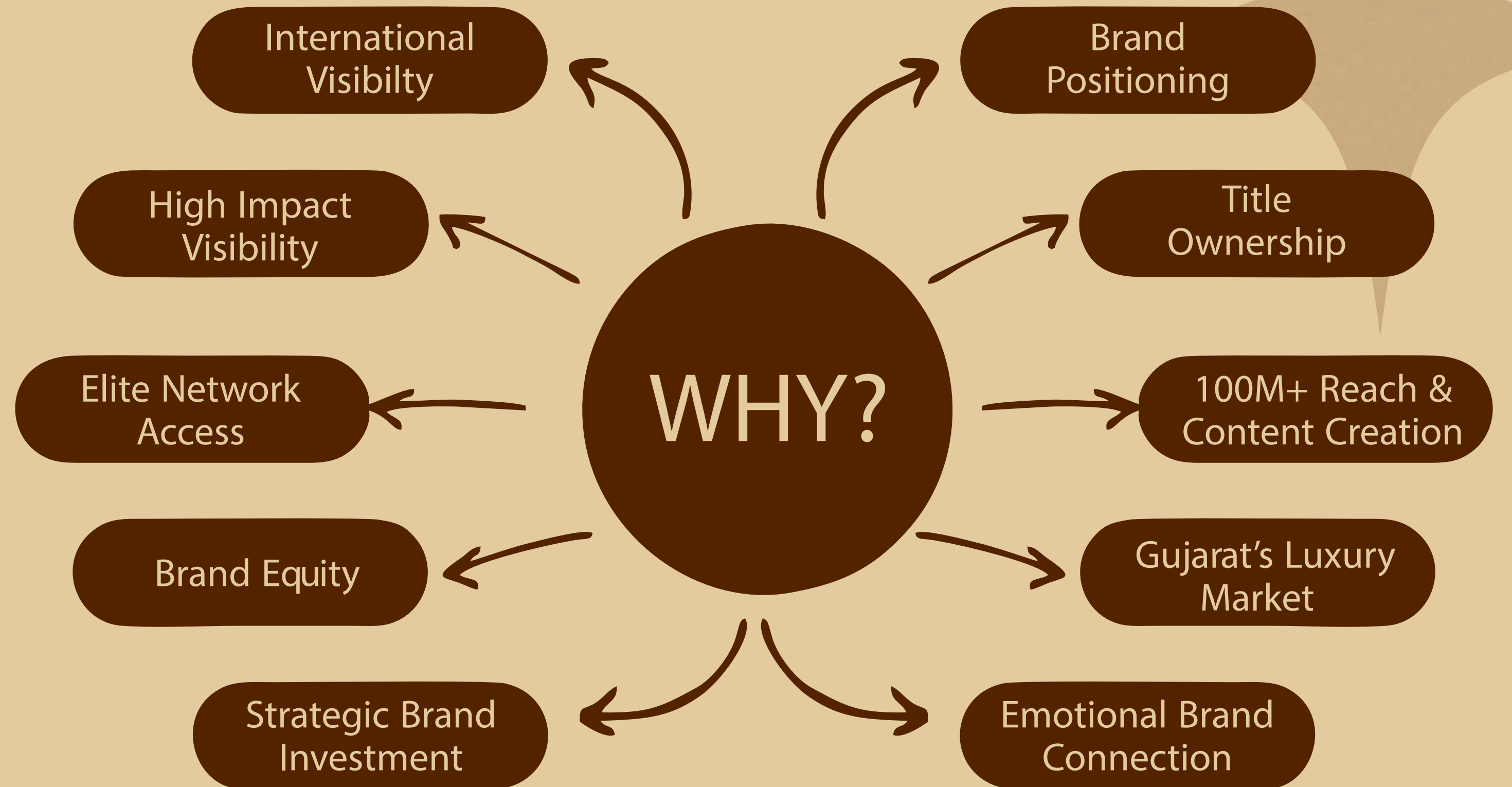
- Certificate & Premium Memento on Stage

100+ MILLION DIGITAL & BILLBOARD
VIEWS



WHY YOUR BRAND SHOULD PARTNER WITH US?

We create global demand for your brand through unmatched visibility and innovative event concepts—turning attention into desire, and desire into supply. Your brand becomes the one everyone wants.



Ammoha

COSMETICS

Presenting Partner

Co-Presenting Partner



Powered By



Co-Powered By



Firebucket®

Supported By



Special Partner



SPOTLIGHT & SCALE

JAM'ora 's Runway brings 10+ labels on stage with masterful management. Backed by an elite corps of event specialists, navigating the complexity of the spotlight. We manage models, teams, schedules and what not by transforming the chaos of a mega-event into Gujarat's finest fashion show.

STELLAR PACKAGE

8' 10 Professional Models

Approx. 8-Minute Ramp Walk

1-Minute Designer/Brand Speech

Medium-Size Logo Placement on hoardings and posters

Outdoor Hoarding Promotions Across Gujarat

8 VVIP Passes & 2 After Party Access

Social Media Amplification & PR Coverage

Live Ramp Walk Screening in Ahmedabad

Television News Coverage

20 Audience Passes (Valued at ₹10,000 per pass)





STARDOM PACKAGE

13' 15 Professional Models for the runway showcase

13-Minute Dedicated Ramp Walk for your collection

2-Minute Walk with Celebrity Showstopper

Branded Backdrop Photoshoot with the showstopper

Mannequin Display at the venue for static presentation

2-Minute Brand/Designer Address during the event

Certificate of Participation & Commemorative Memento

Large-Format Logo Placement on hoardings & posters

Outdoor Hoarding Campaign Across Gujarat

12 VVIP Passes with premium seating access

2 After Party Access

Comprehensive Media & PR Coverage

30-Day Pre-Event Live Truck Promotion featuring model walks across Ahmedabad

Live Fashion Screening at key locations in Ahmedabad

Television News Channel Coverage

Select Premium Hoardings Across Mumbai, Including Airport Corridors & Prime Areas

Celebrity Showstopper Reel Promotion across their social media platforms

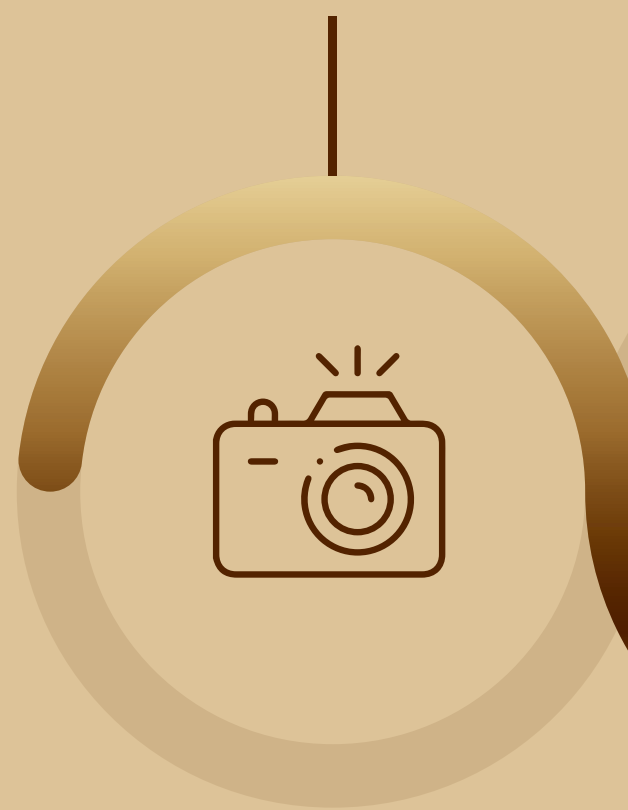
Exclusive Celebrity Lounge Access for one brand representative (includes lunch and refreshments)

Curated Surprise Gift Hamper for the brand

50 Audience Passes (Valued at ₹10,000 per pass)

BEYOND THE RUNWAY.

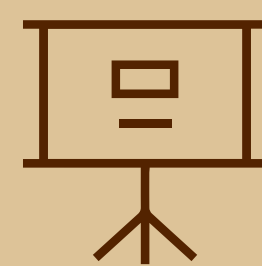
Professional
Photography Portfolio



Solid Brand
Presentation



Increased
Desirability



Solid Brand
Presentation



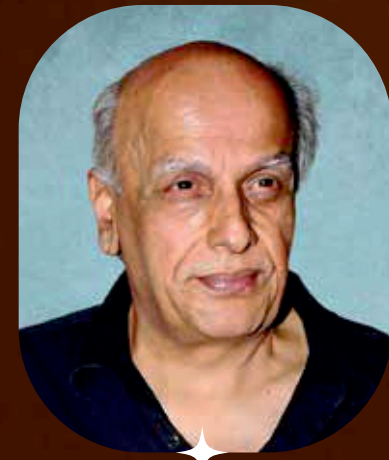
Celebrity
Mentions

Global
Presence



THE SHINING ARMOUR

Celebrating the grand runway with Iconic celebrities.



Mahesh Bhatt



Shilpa Shetty



Malaika Arora



Divya K. Kumar



Soha Ali Khan



Sahil Khan



Karan Kundra



Tejaswi prakash



Malhar Thakkar



Janki Bodiwala



Shradhha Dangar



Yash Soni



Jigardan Gadhvi



Kirtidan Gadhvi



Brijdan Gadhvi



Kinjal Dave

BOARD OF DIRECTORS



Jignesh Oza

Jignesh Oza is a serial entrepreneur who has spent over a decade redefining the landscape of event management and digital solutions. As the Director of JAM Event & Entertainment, he brings over 14 years of international expertise, successfully scaling ventures across the energetic markets of India, Dubai, and Singapore. From founding Firebucket Event Management to spearheading Maxpos Info Services, Oza's portfolio is a testament to diverse leadership. He seamlessly navigates the worlds of large-scale entertainment, luxury brand activations, and enterprise IT solutions. Whether executing complex global projects or driving digital transformation, Jignesh Oza is synonymous with impactful growth and borderless innovation.




Ayush Sikarwar

Ayush Sikarwar blends artistic insight with entrepreneurial vision. Beginning his career as an actor in 2016, he gained a deep understanding of the entertainment industry, later refining his expertise while working alongside filmmaker Mahesh Bhatt. Expanding beyond entertainment, and co-founded JAM Events & Entertainment—leveraging his diverse experience to create and manage large-scale, high-impact experiences.



Meetrajsinh Gohil

Meetrajsinh is a seasoned real estate strategist with over 14 years of experience across residential and commercial markets. He guides clients through high-stakes property decisions using deep market analysis, investment advisory, and lifecycle management expertise. From strategy to execution, his forward-thinking approach helps unlock long-term value and successful outcomes in real estate.



THIS ISN'T A DELUSION,
STORY BEGINS NOW!

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