



**TALA
PRATTOY**

— 101 years —

KOLKATA DURGA FESTIVAL

World's Largest Public Festival | Biggest Festival of Eastern India



Kolkata is the Epicenter



TALA PRATTOY

— 101 years —

DURGA PUJA



pivot of bengal's creative economy

1,00,000 Cr. Yearly, 4.7% of Bengal's GDP



Footfall 1.52 cr.

* number of viewers approximately collected from pictorial crowd density

Social eyeball impacting brand endorsment



#talaprattoy



When more than **crore viewers**
turns into consumers...



Achievement
countlessly inspiring



Artist of this Year



SUSANTA SHIBANI PAUL

Susanta Paul, born in 1972 in Kolkata, India, is a distinguished multidimensional visual artist and scenographer renowned for his innovative contributions to the art of Durga Puja festival celebrations. Paul's formal training includes a Master of Visual Art in Textile Design (2001) and a Bachelor of Visual Art in Textile Design (1998), both from the prestigious Government College of Art & Craft, Kolkata. His artistic journey began as a Costume Designer, where

he gained acclaim for his work in films directed by the legendary Rituparno Ghosh. His standout achievement came in 2004 when he received the National Film Award for Best Costume Design for his exceptional work on the Bengali film "Chokher Bali." Directed by Rituparno Ghosh.

IN addition to his work in film, Paul has been instrumental in installing various temporary conceptual site-specific public art projects throughout Kolkata, especially during Bengal's most significant religious and cultural celebration, Durga Utsav. Since 1998, his conceptual art practice has created a mesmerizing spectacle each year, transforming the Mandapa and the Durga idol into captivating visual narratives.

Over the years, Susanta Paul has vividly explored the textile art form, enhancing the ambience of mandapa premises with intricate designs and installations. More recently, his art has taken on an interactive dimension, as he skillfully transforms entire localities into cohesive 'art objects' by painting adjacent buildings, roads, and street walls. By actively engaging residents in his innovative 'site-specific installation' projects, Paul has not only beautified his surroundings but also fostered a sense of community and shared artistic expression. Through his dynamic approach to visual art, Susanta Paul continues to redefine the boundaries of artistic practice, leaving an indelible mark on Kolkata's cultural landscape.



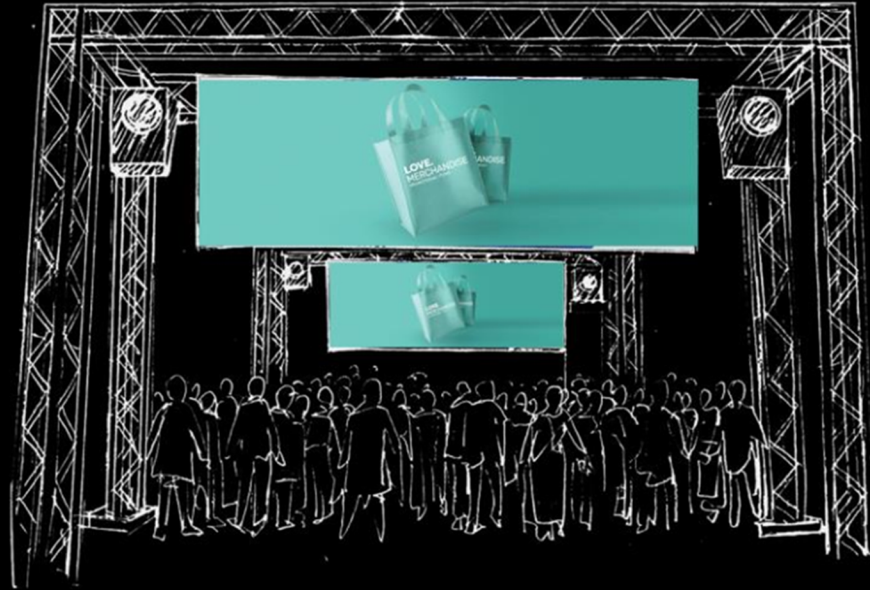
TALA
PRATTOY

— 101 years —

A generic proposal

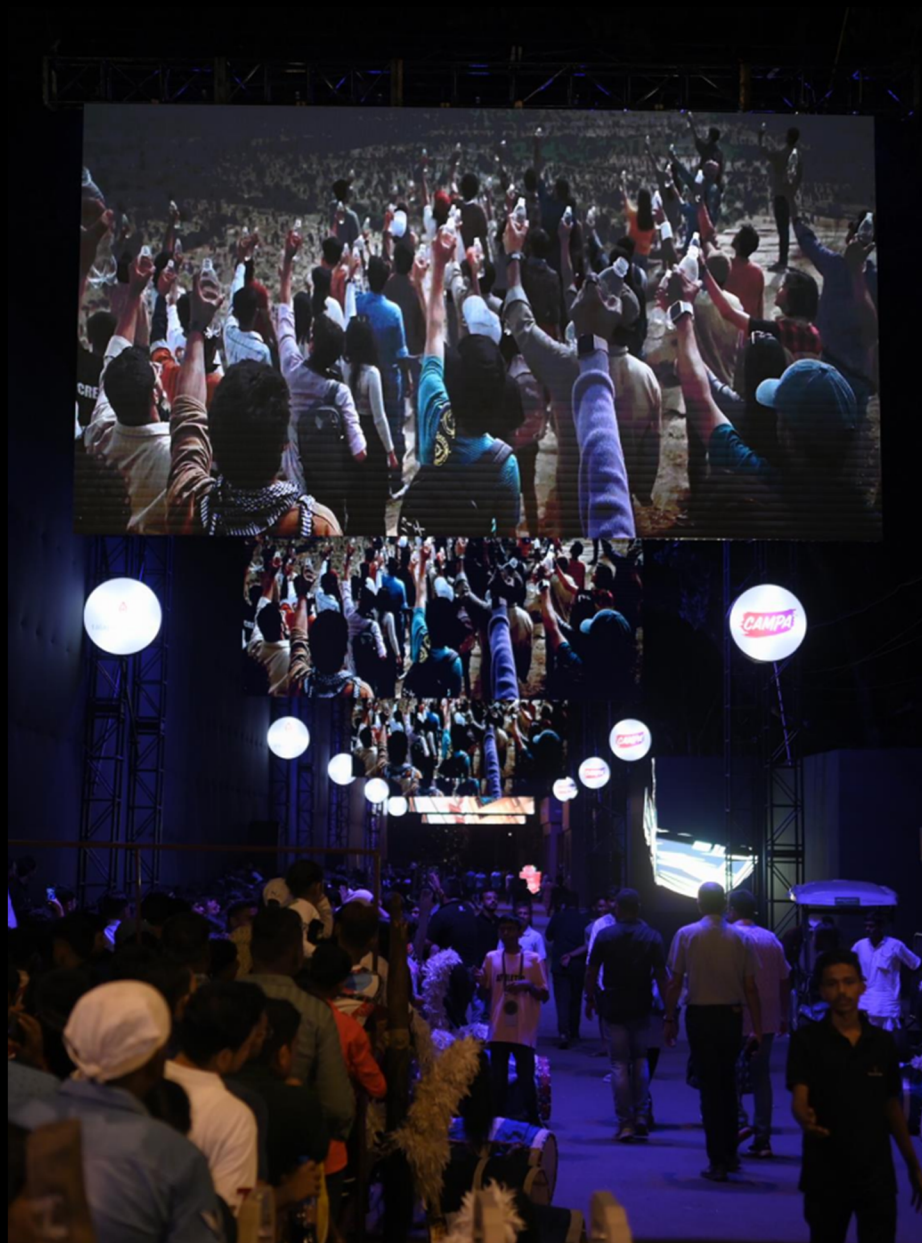
LED WOWT

Watch Out Walk Through



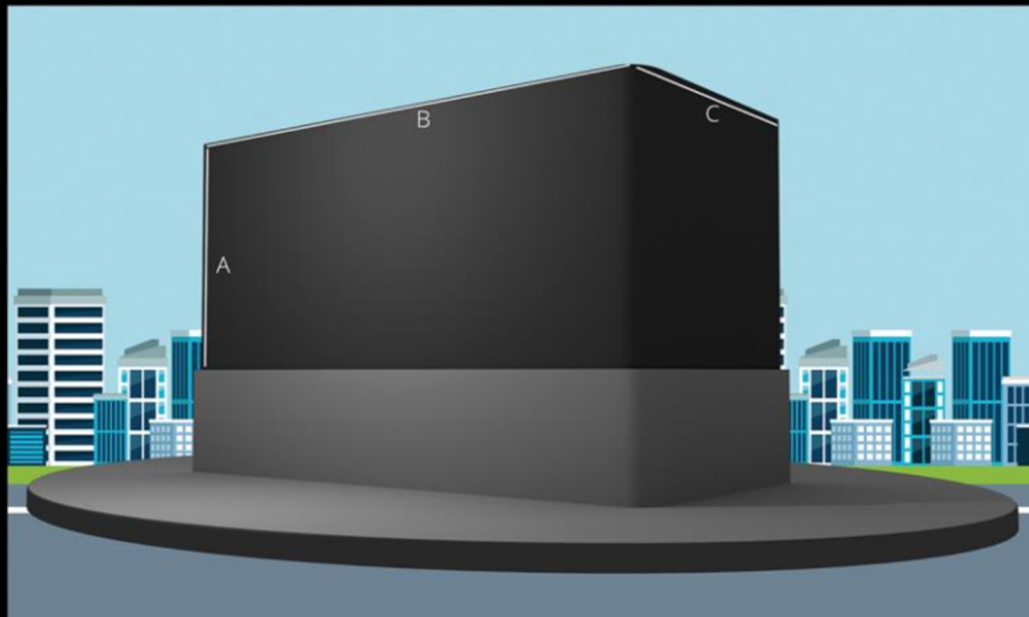
- 1) Ultra latest customised audio visual advertising
- 2) Will leave the lasting impression in viewers' mind
- 3) A series of 4 LEDs
- 4) Size of each LED is 20' x 10' (approx.)
- 5) All LEDs are hung from the "D" shaped double goal post smart truss structure
- 6) LEDs are for day & night viewing
- 7) Duration of each advertisement - 20 sec.
- 8) Display Schedule: 11:00 am to 04:00 pm - 05 hours
05:00 pm to 06.00 am - 13 hours
Per Day - 18 hours

Particulars	Ad Duration	Ad Numbers
1 LED 1 HOUR	300 sec	15 time
1 DAY 1 LED 18 HOURS	5400 sec	270 times
1 DAY 4 LED 18 HOURS	21600 sec	1080 times
16 DAYS 4 LED 18 HOURS	337200 sec	17280 times



Digital Projection | WOWT | Tala Pratttoy | 2025

Anamorphic LED



- 1) The biggest & premium 3D LED billboard for anamorphic advertising in Durga Puja
- 2) “J” shaped screen for 3D visuals, 1st of its kind in any festival arena of Bengal
- 3) Duration of each advertisement - 20 sec.

Specifications

Size: 26' x 9'9" = 253.5 Sq Ft | Resolution: 1152x432

Pixel: P4 | A = 9'9" | B = 19'6" | C = 6'6"

Display Schedule: 11:00 am to 04:00 pm - 05 hours

05:00 pm to 06.00 am - 13 hours

Per Day - 18 hours

Particulars	Ad Duration	Ad Numbers
1 LED 1 HOUR	300 sec	15 time
1 DAY 1 LED 18 HOURS	5400 sec	270 times
16 DAYS 1 LED 18 HOURS	86400 sec	4320 times



Digital Projection
Anamorphic LED
Tala Prattoy | 2025

LED Sky High



Vision and above.....

A never-seen - before towering projection
for unique brand display. Duration of each advertisement - 20 sec

Specifications

Size: 15' x 15' x 30' = 6750 Sq Ft | Resolution: 2304x2432

Pixel: P4 | A = 1152 | B = 1152 | C = 2432

Display Schedule: 11:00 am to 04:00 pm - 05 hours

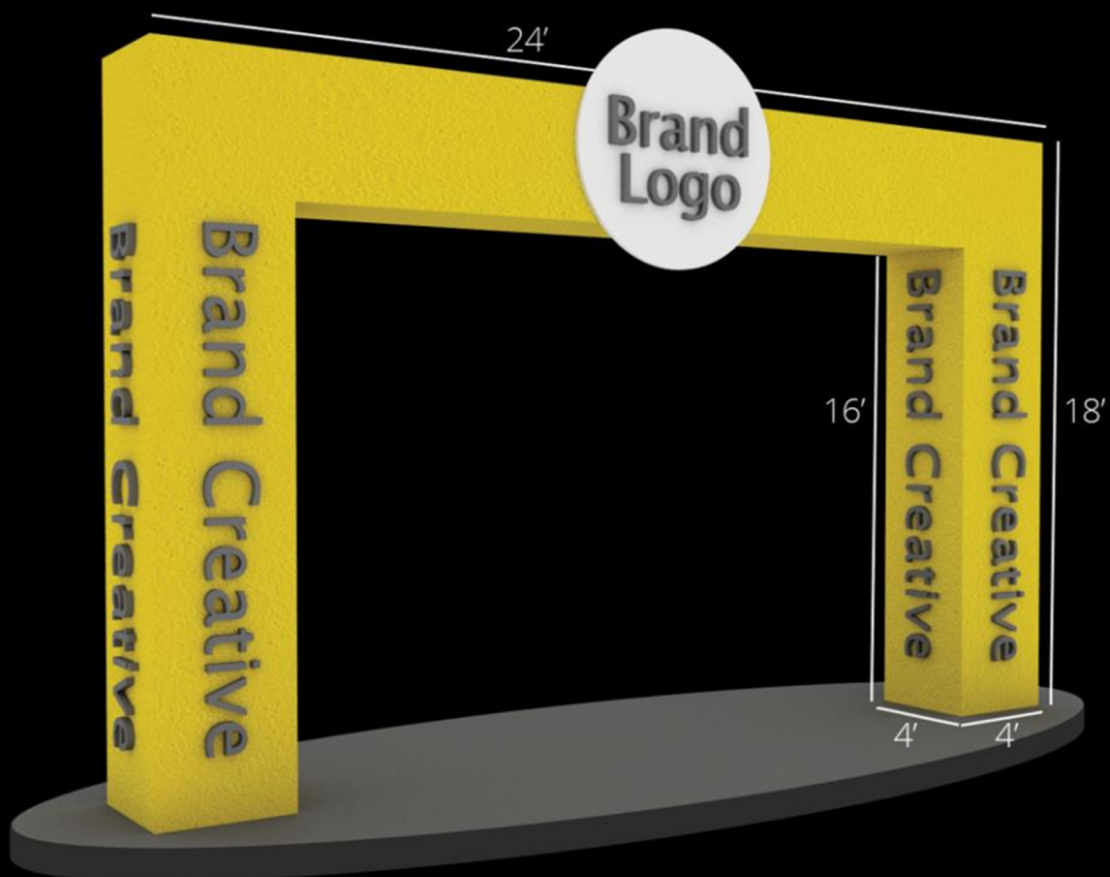
05:00 pm to 06:00 am - 13 hours

Per Day - 18 hours

Particulars	Ad Duration	Ad Numbers
1 LED 1 HOUR	300 sec	15 time
1 DAY 1 LED 18 HOURS	5400 sec	270 times
16 DAYS 1 LED 18 HOURS	86400 sec	4320 times



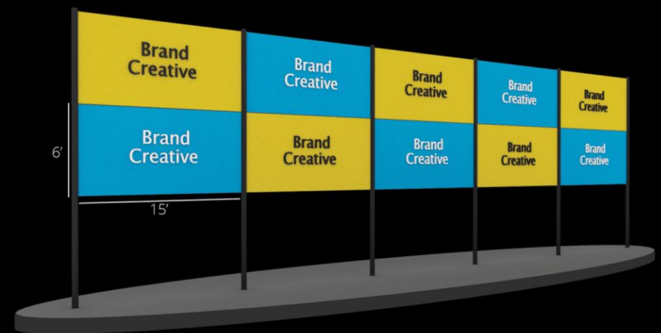
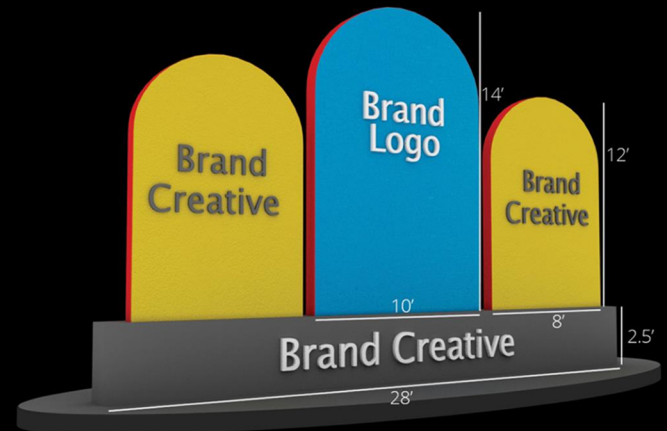
Outdoor Main Entrance Gate (L pattern)



Outdoor Overhead Gate



Outdoor Overhead Gate



Outdoor
Side wall, Banner, Backlit tower



Outdoor Pavillion

Platinum Lounge



600 sqft Members Lounge

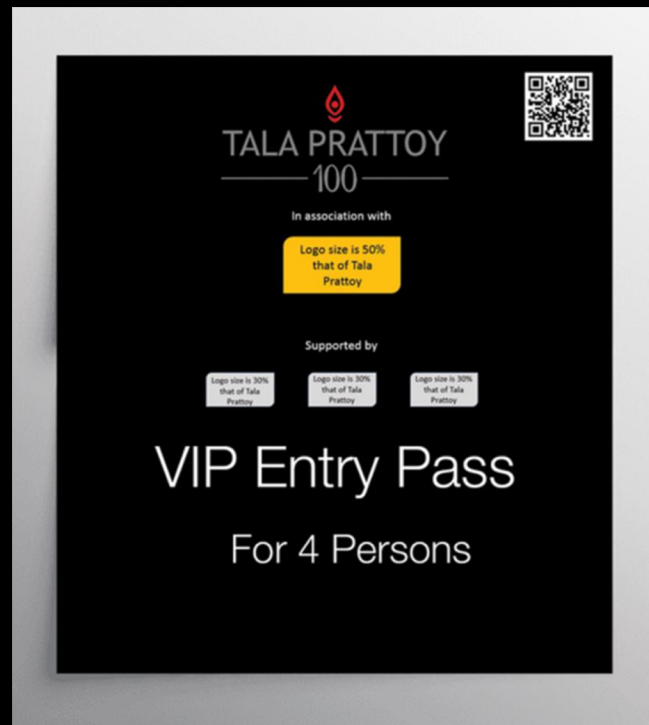
Digital

A proposal meant for
'In Association With'
&
'Supported By'



Reels with aesthetic installations of
Tala Prattoy will be made in
50 numbers of 60 second each
that would end with advertiser's logo

Print



VIP CARD



T-SHIRT

LED WOWT

Watch Out Walk Through

Cost of per slot Advertisement 6,00,000/-

Particulars	Ad Duration	Ad Numbers
1 LED 1 HOUR	300 sec	15 times
1 DAY 1 LED 18 HOURS	5400 sec	270 times
1 DAY 4 LED 18 HOURS	21600 sec	1080 times
16 DAYS 4 LED 18 HOURS	345600 sec	17280 times

*1 Phase – 240 Secs – 4 Mins | 12 Ads – 20 Secs each

COST PER ADVERTISEMENT

TOTAL COST	6,00,000/-
NUMBER OF EXPOSURES	17280 times
COST PER ADVERTISEMENT	34.72/-

*Ad duration 20 Seconds

COST PER CONTACT

TOTAL COST	6,00,000/-
POTENTIAL VIEWERS	1.27 cr.
PER EYEBALL COST	0.04/-

* Approximate Number of viewers in 2025 was 1.52 cr
[collected from pictorial crowd density]

Anamorphic LED

Cost of per slot Advertisement 3,00,000/-

Particulars	Ad Duration	Ad Numbers
1 LED 1 HOUR	300 sec	15 time
1 DAY 1 LED 18 HOURS	5400 sec	270 times
16 DAYS 1 LED 18 HOURS	86400 sec	4320 times

COST PER ADVERTISEMENT

TOTAL COST	3,00,000/-
NUMBER OF EXPOSURES	4320 times
COST PER ADVERTISEMENT	69.44/-

*Ad duration 20 Seconds

COST PER CONTACT

TOTAL COST	3,00,000/-
POTENTIAL VIEWERS	1.27 cr.
PER EYEBALL COST	0.02/-

* Approximate Number of viewers in 2025 was 1.52 cr
[collected from pictorial crowd density]

LED Sky High

Cost of per slot Advertisement 4,00,000/-

Particulars	Ad Duration	Ad Numbers
1 LED 1 HOUR	300 sec	15 time
1 DAY 1 LED 18 HOURS	5400 sec	270 times
16 DAYS 1 LED 18 HOURS	86400 sec	4320 times

COST PER ADVERTISEMENT

TOTAL COST	4,00,000/-
NUMBER OF EXPOSURES	4320 times
COST PER ADVERTISEMENT	92.59/-

*Ad duration 20 Seconds

COST PER CONTACT

TOTAL COST	4,00,000/-
POTENTIAL VIEWERS	1.27 cr.
PER EYEBALL COST	0.03/-

* Approximate Number of viewers in 2025 was 1.52 cr.
[collected from pictorial crowd density]

Outdoor Tariff

Title Sponsor – 50,00,000/-

Powered By – 30,00,000/-

OVERHEAD GATE IN ENTRANCE – 5,00,000/-

OVERHEAD GATE IN PRIME LOCATION – 3,00,000/-

OVERHEAD GATE IN STANDARD LOCATION – 2,50,000/-

SIDE WALL PANEL (24'X14') – 2,50,000/-

PILLAR IN PRIME LOCATION – 1,00,000/-

PILLAR IN STANDARD LOCATION – 50,000/-

DROP DOWN (10'X30') – 3,00,000/-

DROP DOWN (8'X16') – 1,50,000/-

PAVILION / STALL (3M. X 3M.)

A. EXECUTIVE – 2,00,000/- TO 5,00,000/-

B. PLATINUM – 1,00,000/-

C. GOLD – 75,000/-

D. SILVER – 60,000/-

(CATEGORIES ARE BASED ON LOCATION)

HOARDING (15'X6') IN PRIME LOCATION – 7000/-

HOARDING (15'X6') IN STANDARD LOCATION – 5000/-

TUNNEL (ONLY ONE) – 7,00,000/-

STAR EXECUTIVE PAVILION (20X10 – 200 SQ FT.) – 2,00,000/-



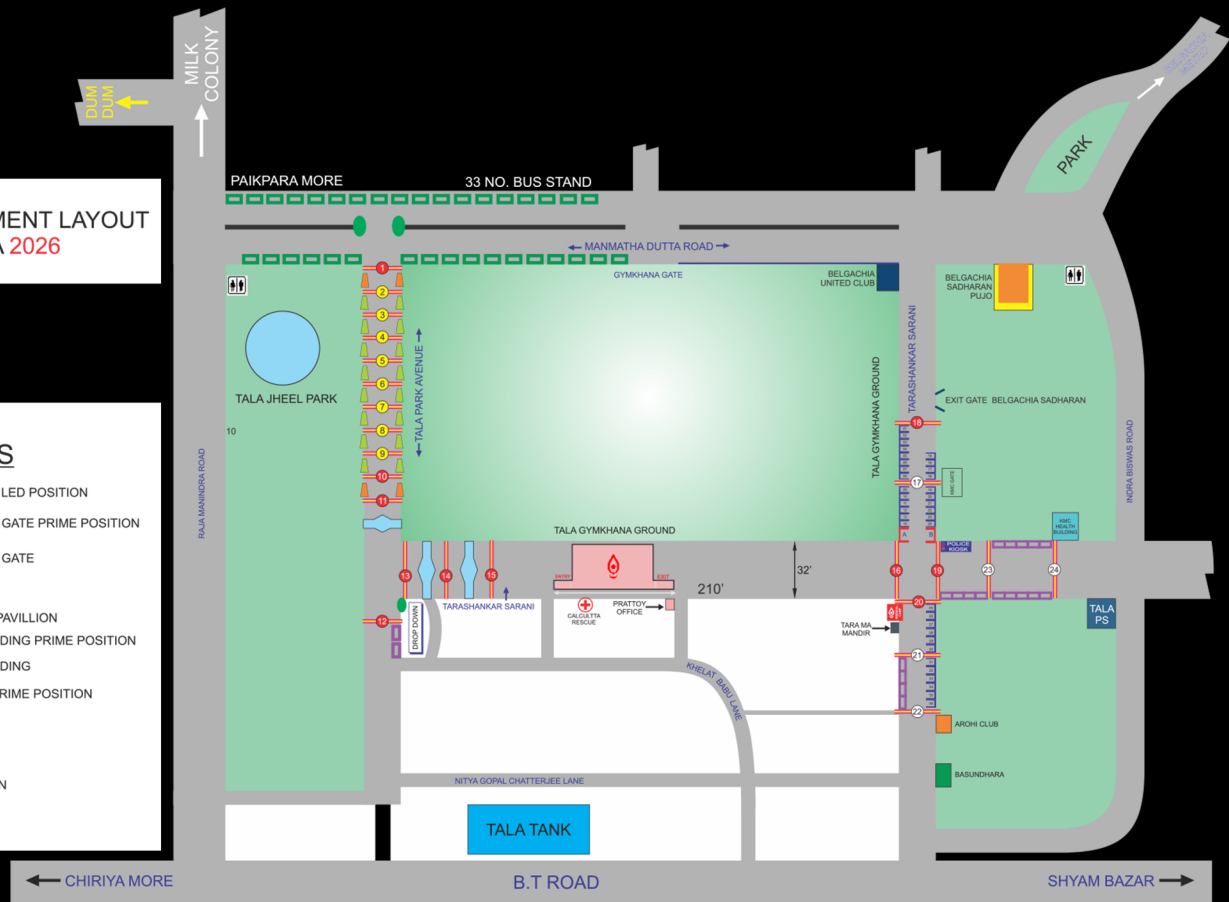
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ADVERTISEMENT LAYOUT
DURGA PUJA 2026

LEGENDS

- OVERHEAD LED POSITION
- OVERHEAD GATE PRIME POSITION
- OVERHEAD GATE
- STALL
- OUTDOOR PAVILLION
- 15'x6' HOARDING PRIME POSITION
- 15'x6' HOARDING
- PILLAR IN PRIME POSITION
- PILLAR
- TUNNEL
- DROP DOWN





scann and find us



7B, Purna Chatterjee Lane, Kolkata-700 037



talaprattoy.com

talaprattoy.official@gmail.com

87775 75830 / 98303 27077

#talaprattoy

