



SURYA FOODS

LAUNCHING THE SNACKS DIVISION



BRAND: BOMBAY

POPULATION: 25 MILLION

Bombay is a brand in itself. Like a true metro, on the western tip of India facing Arabian Sea, it can mean many things to many people - **A financial capital, A cultural melting pot, The most populous city, The city of dreams, glamour, glitz and grit.** A life so unique no single description can do it full justice.

Depending on how you approach it and which journey you choose to take, your experiences and memories will be your own. In many ways, Bombay is synonymous with INDIA - running multitudes of stories simultaneously. It's famously said about Bombay - **A city of dreams, which never sleeps.**

HEADY MIX OF BOLLYWOOD REACHES
SNACKING STREETS OF THE UK



MARKETING MIX - (DIGITAL)

BOLLYWOOD IN THE UK

Partnership with the theatres,
ticket portals.

For the Indian diaspora in the
UK Bollywood is the connect
with the homeland. For the
mainstream it's the window to
South Asia. The land of the
sharp contrasts. The escape
from reality to the world of
unreal, the stars.



The screenshot shows the ODEON website's promotional page for Bollywood and South Asian cinema. The header includes the ODEON logo, navigation links for Cinemas, What's On, Offers, Limitless, and ODEON Luxe, and a search bar. The main banner features the ODEON Bollywood logo and the tagline "Biggest Stars, Brightest Colours, Beloved stories". Below the banner, there is a headline "Escape to the glamorous world of Bollywood and South Asian cinema throughout the year on the big screen" followed by descriptive text about the film industries and a call to action to sign up for updates. A small image of a Bollywood dance scene is also visible.

MyODEON Login Sign up Quick Book

ODEON Cinemas What's On Offers Limitless ODEON Luxe Films, Cinemas & Questions

ODEON
Bollywood
SOUTH ASIAN CINEMA

*Biggest Stars
Brightest Colours
Beloved stories*

Escape to the glamorous world of Bollywood and South Asian cinema throughout the year on the big screen

We bring the very best of this 'super genre' to screens across the country so you can revel in this exciting and colourful world.

The Bollywood and South Asian cinema film industries are now the largest in the world, producing over 1,000 films each year – films where anything can happen.

Films full of singing, dancing, romance, heartbreak, tragedy and fun; films that make for a great cinema experience.

Want to know more about Bollywood & South Asian Cinema?

[Sign up](#) to ODEON and include 'Bollywood' in your preferences and we'll send you regular updates on the latest news and release information for Bollywood and South Asian titles.

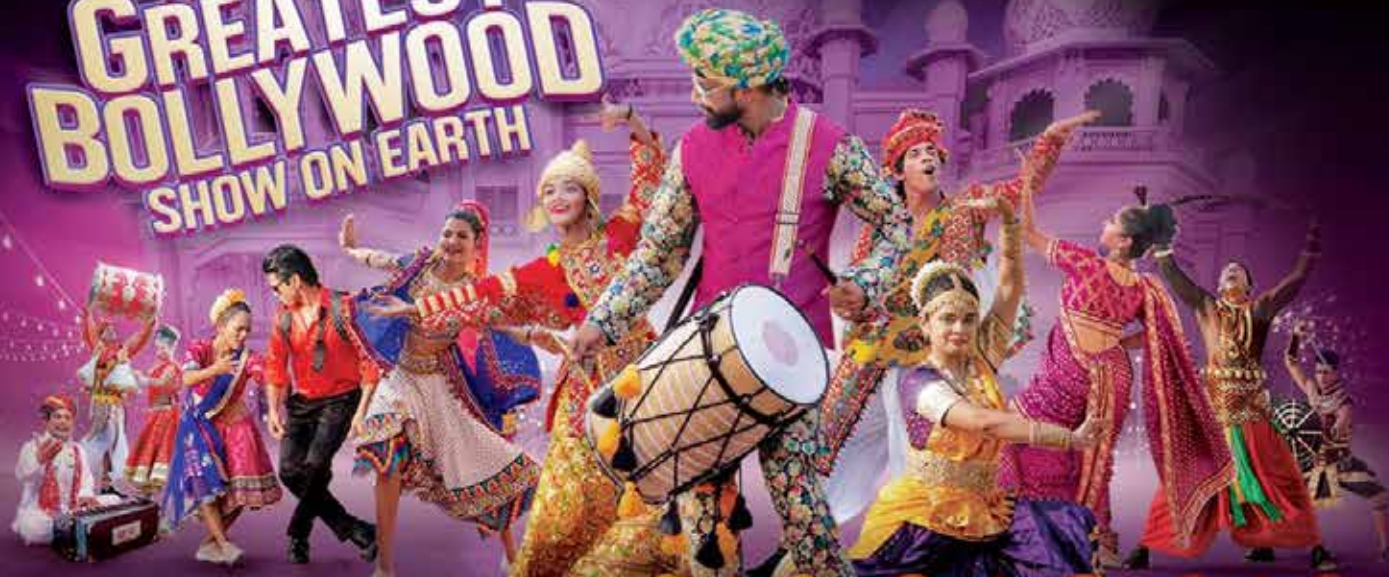
The vast majority of Bollywood and South Asian films have an interval, with very few exceptions to this. The standard length of an interval in our cinemas is ten minutes however some shows may have a longer or shorter duration depending on the cinema, time of day and the point in the film's run.

BOLLYWOOD SHOWS IN THE UK

ON GROUND ACTIVATIONS

- ≈ Title Sponsorship opportunities.
- ≈ Branding opportunities on collateral.
- ≈ On pack promotions for the tickets to the show.
- ≈ In store flash dances.
- ≈ Fan clubs of the stars.
- ≈ Selfie opportunities.
- ≈ Bollywood branded merchandise.

THE
GREATEST
BOLLYWOOD
SHOW ON EARTH



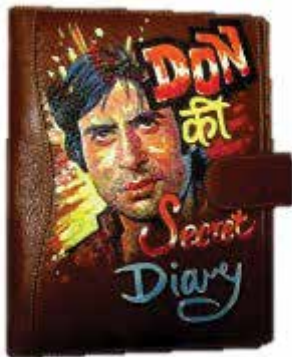
**MORE
SHOWS**

**MORE
ENTERTAINMENT**

**SAME
PRICE**

MERCHANDISE AND FAN CLUBS IS A HUGE OPPORTUNITY TO CONNECT AND ENGAGE WITH THE BRAND – ONLINE AND OFF

<https://www.redbubble.com/shop/bollywood+movie>



APNA
LIKE
AAVEGA





Thank
you