

6 continents
25+ countries
4 months

Festival dates

India: July 9 - 16, 2022

Global: August 20-27, 2022

malhaar

— Virtual Video Festival —

Turning heads, the millennial way!



What is new
this year?

Malhaar- the Global, Virtual Film Festival is Back with Season II

Going local, globally

- Themes-based submissions
- Regional and vernacular languages encouraged
- Films under 30 mins

360 hour project

- Films under 12 mins
- Any subject
- Keyword induced
- Time bound

Embracing the blockchain

For creators, Malhaar expands to
Blockchain:

- Enhanced transparency
- Returned ownership
- Establish control

What's in it for audience?

- Rewards in wallet and kind



Recap & Highlights

■ An encouraging season I

Malhaar Virtual Video Festival (Season 1) was a maiden attempt that brought the global community together like never before. It was through content based on collective experiences during the lockdown. The ones that made us laugh and cry, binding us and reminding us that despite all differences, in the face of adversity, we remain one.

■ Reach & impact



Key features Season II

Festival structure

Searching for ground realities, common man's fantasies and differing narratives of a shared world. Exploring the universe through the lens of **migration, gender, education, passion and mental health**.

We aim to bring out stories from regional pockets across the globe and through them, deeply local perspectives too. **The festival is conducted in two phases- First, Malhaar local in July. Here Indian filmmakers and Indian regional content will be celebrated.**

Secondly, Malhaar global in August. This will be a celebration of international films in vernacular languages & English on the themes.

- ▶ **India festival:** exclusively for Indian languages & films

- ▶ Virtual festival hosted on **blockchain, creating exclusive NFT & long-term value for filmmakers & audience.**

- ▶ Short films on **5 themes**

- ▶ **Virtual masterclasses + Interactive sessions with** local and global experts in various subjects

- ▶ **Widest range** of audience

- ▶ **Global festival:** exclusive for vernacular languages across the world and english

- ▶ **Virtual screenings** across 3 time zones

- ▶ **Networking-** focussed festival

- ▶ Challenging **360 hour film project**

- ▶ **Multiple awards** & recognitions

- ▶ **Thriving marketing** opportunities

- ▶ Participation **open for all**



The Format

8 DAY India

festival with all shortlisted films in Indian languages

MALHAAR LOCAL

Theme based short films in vernacular languages with english subtitles

QnA with film-makers

Awards

- Masterclasses & Panel discussions

8 DAY Global

festival with all shortlisted films in vernacular languages & English, across the globe

MALHAAR Global

Theme based short films in vernacular languages with english subtitles

360 HOUR PROJECT

360 hours to make a short film of 9-12 mins while including 1 or more of the 6 keywords allotted by Malhaar team at the beginning of the challenge.

Networking & Distribution

- Festival also hosted on blockchain

Themes to be covered

▶ Malhaar Local

*migration, gender, education,
passion, health*

▶ 360 Hour Project

Keywords driven



An illustration of an audience in a theater. In the foreground, two women are seated. The woman on the left has long dark hair and is wearing a striped shirt. The woman on the right has shoulder-length dark hair and is wearing a dark top, resting her chin on her hand. Behind them are rows of theater seats. In the background, several faces are shown in a stylized, line-art manner, appearing to be part of a film or video content. A large white speech bubble is positioned in the center-left, containing the text 'A Fit-For-All Format'.

A Fit-For-All Format

Win for All Stakeholders

- Unique local films for audience
- Engaged audience for advertisers
- Revenue for creators, audience and advertisers
- Digital & BlockChain market access for creators

Leverage BlockChain

- Copyright and IP protection for all creators
- Blockchain read-iness, awareness and benefits

Rich Festival Experience

- Rich vernacular video content available 24X7
- Film Premieres for extraordinary storytelling
- Live Q&A sessions with global film-makers



Six Specials

Priceless Value for Creators

- Structured masterclasses
- Valuable Interactions with Malhaar observers
- Panel discussions on multispecialty life-skills

Networking

- Opportunity between people from art, culture, media and entertainment

Distribution & Revenue

- Facilitated distribution opportunities in web
- Earn revenue with visibility
- Possibility of future corporate projects

What's in it for partners ?

Directly connect with
75K engaged community of creators

Extend your brand's global reach to
4 continents and over
25+ countries

Reach more than
500K media & entertainment stakeholders globally

▶▶
30-90 days of
momentum, as
chosen by partners

Directly and subtly
put your brand forward amongst
local and global potentials

Multiple touch points for
customers with
your brand

Enjoy the **early adopters advantage**
in digital and
blockchain IP

Connect through
visual stories, themes and campaigns

▶ *The folks on Malhaar digital and blockchain are "people"-persons! Get in touch with them!*



Digital Reach Projections

Malhaar is an initiative of Match My [Talent], the 45K strong community of verified, active professionals from art, culture, media & entertainment, growing at 25% QoQ.

*Match My [Talent]
regular digital reach*

75k
Community

10k Monthly
Page views

6 min
Avg. session
duration

*Malhaar Season II
projected Reach*

1.5 mn
users online

3.5% CTR
Highly engaged
community

200k
Directly connect
with media & entertainment
community

session duration

Malhaar Audience Profile

Malhaar local attendees are more comfortable interacting in their native language

Malhaar global attendees are people from different countries of the world, who watch videos online

Malhaar audience and film-makers are interested in conversations around gender, migration, education, passion or health

Audience includes both males and females, with 40% covering age range of 18-29 years, 45% from 30-45 years, 10% from 45 to 60 years and 5% as others



Statistics

Average internet consumption percentage has increased from 3 hours to 10 hours

49% people watch more than 5 films online per day

Consumer spent on digital video viewing in Europe in 2020 was 14.5 Bn Euro

France, Germany and Poland have 51 VoD services and UK has 49 such platforms

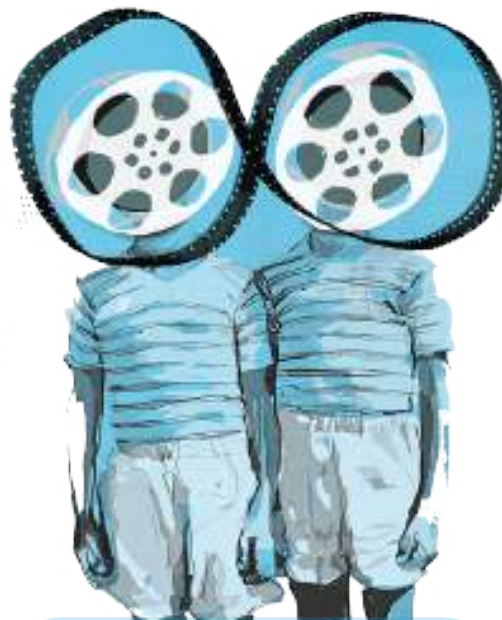
Saudi Arabia has an online video penetration rate of 94 %

10 regional OTT and 49 national platforms exist in India alone

In 2020, the number of people watching digital videos in the US alone reached 244.4 million



Meet Rajkumar & Dheeraj and Munni-



Rajkumar is one of the 4 siblings. They live in Sasaram, Bihar. His **father's shop** will not be in his career plans and so he is self learning to be **programmer**. He spends time on internet and watches content on **Hotstar** etc but his appetite for **films in Bihari / Bhojpuri** is far from being fulfilled because the content in them is all one-type & **not what he relates to**

*Do you think he will relate to young, well researched films made by youth of Bihar ?
YES!*

Dheeraj, his classmate, is a genius at math. He makes horror movies on his phone and shares them with a small group of friends like Rajkumar. He does not like to talk much, can only speak Hindi and a large part of Bhojpuri.

Do you think he relates to making a film in 360 hour and watching others films ? Yes!

Munni is Dheeraj's cousin who takes part in her town's theatre. She acts well but cannot find much to tone her acting skills. She tried a lot on youtube but not much helps in her language of comfort or for her level. She even wrote a story on the world of a girl-child but does not know what more to do with it now.

Do you think if Dheeraj tells her about Malhaar local, she will be interested ? Yes

Meet Ebony & Timothy

Ebony is a fashion blogger, a gender activist and a single parent in New York City. She has seen a lot in her fashion world and more so, in her work as a gender activist. A lot that she has not even had the time to process.

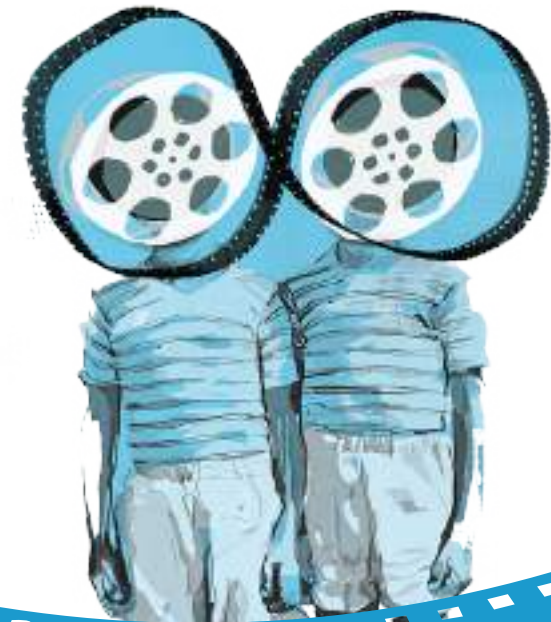
Once in a while, she finds some story during a late night binge that speaks to her and so she ends up watching it in a loop!

Do you think that when she notices ads about Malhaar featuring 20 shortlisted films on gender from Israel, America, Bhutan, London and India, would she be interested to catch up on them? Yes !

Timothy is a corporate lawyer in Toronto, fairly well read and binges on discovery history, Nat Geo and has a good appreciation for subject based films.

Do you think films made by young film-makers would interest him ? YES !

That's how Malhaar reaches its unique audience, your potential customers and fans



SPONSORSHIP OPPORTUNITY

Elite Partners

20
LAKH

- ▶ Share stage with **global creators for 65 days**
- ▶ Avail hours of free video and graphic ad space at the **8 day festival**
- ▶ Brand logo visible in 4 categories of award certificates
- ▶ Emcee mention of Elite partner at the festival
- ▶ Two time bound offers for sales / leads / traffic can be made by elite partners during the entire duration of Malhaar
- ▶ Direct connect with one Malhaar filmmakers for a specific project
- ▶ Artist recommendation support from Match My [Talent] upto 1 month of Malhaar
- ▶ Well covered in digital and print news
- ▶ Social media
- ▶ Email marketing Ads
- ▶ Exclusive Content marketing partnerships

Gold Partners

15
LAKH

- ▶ Share stage with **global creators for 30 days**
- ▶ Avail 8 hours of free video and graphic ad space at the **8 day festival**
- ▶ Emcee mention
- ▶ Mentioned in digital and print news
- ▶ Social media Ads and promotion
- ▶ Email marketing Ads
- ▶ Content marketing collaborations
- ▶ Emailers to 10K audience



SPONSORSHIP OPPORTUNITY

Silver Partners

7.5
LAKH

- ▶ Share stage with global **creators for 20 days**
- ▶ Avail 2 hours of free video and graphic ad space at the festival
- ▶ Emcee mention
- ▶ Mentioned in digital and print news
- ▶ Social media Ads
- ▶ Email marketing Ads
- ▶ Content marketing collaborations
- ▶ Emailers to 5K audience

Bronze Partners

3.5
LAKH

- ▶ Share stage with global creators **for 10 days**
- ▶ Mentioned in digital and print news
- ▶ Social media coverage
- ▶ Email marketing Ads



Timeline to Identify & Reconnect with Prospects

India festival
July 9-16, 2022

Pre-event
(10-90 days)
Build awareness

Global festival
August 20-27, 2022

Post-festival
(7-15 days)
Deepen connect

During the
festival (10 days)
Reinforce brand

*We are building awareness
at this time, come along!*

MARKETING STRATEGY



People count

75k
COMMUNITY

10k
Monthly Page Views

1k Feet on
street enablers

2k Friends
of friends

Submission channels

Film Submission websites

Online filmmaking workshops

Film schools

Ticketing platforms

Filmmakers network

Film Clubs

Audience channels

OTT channels

Social media audience targeting

Colleges

Corporates

Theme centric organizations and their newsletters

Embassies

Whatsapp groups

Clubs and groups

Filmy websites



MARKETING STRATEGY ▶▶



Marketing activities

Malhaar Forum Talks

YouTube Ads

Google Ads

NFT's

Twitter ads

Twitter community

Discord community

Regional Influencers

Blogging

BlockChain network promotion

Video Marketing

Regional Press

Email marketing

Partner local cinemas and entertainment venues

Partner with regional, national and international film festivals

FEEDBACK

From our Esteemed Observers



Neeraj Kabi

Actor & Producer

I thoroughly enjoyed the vetting process of Malhaar 2020, and look forward to playing a great role in the upcoming edition. The most amazing part of watching these films while shortlisting them was to go deeper into these observations and realize that we all are truly one globe, one human race, one humanity, and one planet



Rajit Kapur

Actor & Director

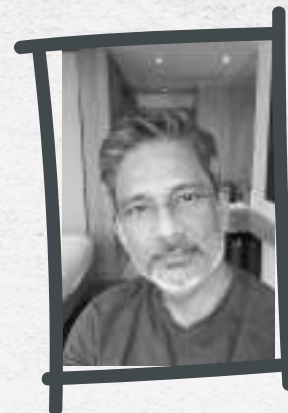
It's not a question of one doesn't go out with the intention to make money. That's a result of what you do because of the time and effort you put in.



Gautam Vaze

Director

Keep doing the good work, people are watching



Adil Hussain

Actor & Producer

I believe in what you are doing and most probably for the future of meaningful cinema will emerge slowly as it has happened in Europe and Scandinavian or in France or in the places where art is considered one of the most important aspects of life

About the Team



Sonia Swaroop Choksi
(Festival Director)



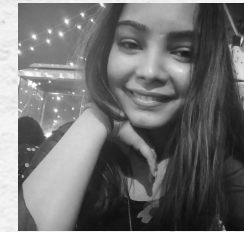
Amitabha Saxena
(Business Head)



Manmeet Dawar
(Festival Manager)



Akash Singh
(Festival Manager & Editor)



Kritika Tanna
(Festival Communicator)



Jenifer Kerketta
(Festival Communicator)



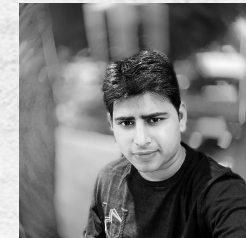
Nisarg Menon
(Festival Communicator)



Anish Parmarathi
(Outreach Manager)



Aparajita Dey
(Content Writer)



Ravi Koshti
(Festival Techie)



Shilpa Solanki
(Festival Techie)



Chinmes Patra
(Festival Techie)



Nancy Saxena
(Data Manager)



Tanya Bajaj
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