



BHAVRAJ ENTERTAINMENT & TIAN FILMS

P R E S E N T S

Where Devotion Meets Experience

featuring Nikhar Juneja

A Cultural Entertainment Property · Jaipur & Delhi · 2026

A CO-POWERED SPONSORSHIP PROPOSAL FOR

Jaipur · 4th July 2026

Delhi · Date TBC



ABOUT US

WHO IS BHAVRAJ ENTERTAINMENT

A dynamic new-age event company built on cultural authenticity and creative excellence. Specialising in live concerts, seminars, and corporate events — Bhavraj brings together a team with deep experience in film production, site execution, and large-scale logistics. Cinematic vision meets on-ground operational discipline.

CORE EXPERTISE

Live Concert Production **01**

End-to-end stage, sound, light & artist management for large-scale events

Cultural Event Curation **02**

Deeply rooted in Indian tradition — authentic yet ambitious in scale

On-Ground Execution **03**

Site logistics, crowd management & real-time operational precision

Brand Activation **04**

Seamless integration of sponsor experiences into the live event

"Redefining culturally inspired events — with scale, soul, and sophistication. Marking its debut with a two-city bhajan concert tour."

ORGANIZER · 01 OF 02

Bhavraj Entertainment

FOUNDER

Dr. Bhavna Walia

Founder GREENWAVE ENVIRO SERVICES(Since 2020)

Associated in Movies Production and Web Series

*Devotion Meets
Production Brilliance*

DEBUT PROPERTY

Bhajan Concert Tour 2026

Jaipur · Delhi

Scale, Soul & Sophistication

@bhavrajentertainment





ORGANIZER · 01 OF 02

TiAn Films

Where Culture
Becomes Experience

FOUNDER

Ankita Tiwari

CBFC Member since 2015

Star Plus · Viacom18 · UTV

IMDb Verified Professional

@tianfilms111

THE STUDIO

Tian Films is a creative production house focused on high-impact live entertainment and culturally rooted event experiences, designed to drive strong audience engagement and brand recall. Operating at the intersection of storytelling and experiential formats, the company builds immersive, scalable properties that go beyond standalone events. With successful collaborations including large-scale projects with The Times of India, and storytelling credibility through Hum Banjarey: The Reluctant Crime—featured at 14 international film festivals and awarded at the Antakya Film Festival—Tian Films brings both creative depth and executional strength to its work.

At the core of its current offerings is the Bhajan Concert series, developed with Itihasa Live and featuring Nikhar Juneja—a contemporary, concert-style interpretation of devotional music. Blending music, storytelling, and elevated production, the format creates a powerful cultural experience while offering brands a distinctive platform for meaningful association.

The company is led by founder Ankita Tiwari, who brings experience across Star Plus, Viacom18, and UTV, along with her role as a CBFC Member since 2015. In her individual capacity, she has also worked on campaigns with BMW, Jeep, and Tata Motors, adding strong brand integration expertise to the company's vision.

CREDENTIALS & RECOGNITION

14

International
Film Festivals

1

Antakya FF
Award Win

10+

Years of
Industry Work

2015

CBFC
Member Since

BRAND PARTNERSHIPS & COLLABORATIONS

Times of India

BMW

Jeep

Tata Motors

Itihasa Live

Guftagu Comedy

CURRENT PROPERTY · Bhajan Concert Tour with Nikhar Juneja

Reimagining devotional music as a contemporary concert-style experience — powered by TiAn Films in collaboration with Itihasa Live. A high-recall cultural platform for brand integration.



TiAn Films · Our Portfolio & Track Record

FEATURE FILM

A FOLKLORE FRACS, KARIRKI MOVIE MAKERS & TIAN FILMS PRODUCTION

HUM BANJAREY

THE RELUCTANT CRIME

WRITTEN & DIRECTED BY ARVIND PRATAP

WANTED HUB BANJAREY

INTERNATIONAL RECOGNITION, POWERFUL STORYTELLING.

LIVE EVENTS

TIAM FILMS

BHAJAN Concert

FEAT. Itihasa Live

Where rhythm became devotion

A contemporary take on traditional bhajans

A cultural experience for today's generation

ITIHASA Live

COMEDY SPECIALS

TIAM FILMS

HALKI HALKI FATI?

BY VIKAS KUSH SHARMA

1 M+ VIEWS

GUFTAGU COMEDY | COLLABORATION WITH TIMES OF INDIA

CORPORATE CAPABILITIES

- MULTI-CITY SCALABLE PROPERTY
- LIVE + DIGITAL + SOCIAL VISIBILITY
- HIGH ENGAGEMENT & EMOTIONAL CONNECT
- MEANINGFUL BRAND ASSOCIATION

Hum Banjarey: The Reluctant Crime · Bhajan Concert Series · Halki Halki Fati? · Corporate & Brand Events

14 International Film Festivals · Antakya Film Festival Award · Times of India · BMW · Jeep · Tata Motors

Feature Films · Live Concerts · Comedy Specials · Government-Scale Events · Brand Experience Design

LET'S CREATE EXPERIENCES THAT INSPIRE, CONNECT, LEAVE A LASTING IMPACT.



THE EVENT AND ARTIST



THE ARTIST

Nikhar Juneja

Contemporary Bhakti Artist · Cultural Bridge

ARTIST BIOGRAPHY

Nikhar Juneja redefines devotional music for modern audiences by seamlessly blending classical spiritual traditions with a fresh, youth-driven sensibility. His Bhakti teachings transform into emotionally resonant, relatable experiences that speak directly to today's generation — fostering balance, awareness, and deep cultural connection.

Known for his powerful live presence, he delivers soul-stirring performances that retain the purity of devotion while embracing modern musical expression. Beyond music, he advocates for compassion and animal welfare — positioning himself not just as an artist but as a cultural bridge between spirituality and contemporary life.

LATEST RELEASES 2025-2026

- "Parwat Uthao Na" (2026) — Latest single — growing viral traction across platforms
- "Mahashivratri Live 2026" (Album) — Live devotional album incl. Pashu Aur Bhagwan LIVE
- "Tere Tukdon Pe Pal Raha" (2026) — Bhakti composition with strong digital response
- "Gazab Mere Bhole Baba" (2025) — Streaming hit with millions of plays

TOP TRACKS — MOST STREAMED

Shiv Vaani · Kailash Ke Niwasi · Mera Bholenath · Sumiran Kar Shiv Shankar Ka · Mahakal Darshan

Bhakti

Music Genre Leader

Youth

Primary Fan Demographic

Growing

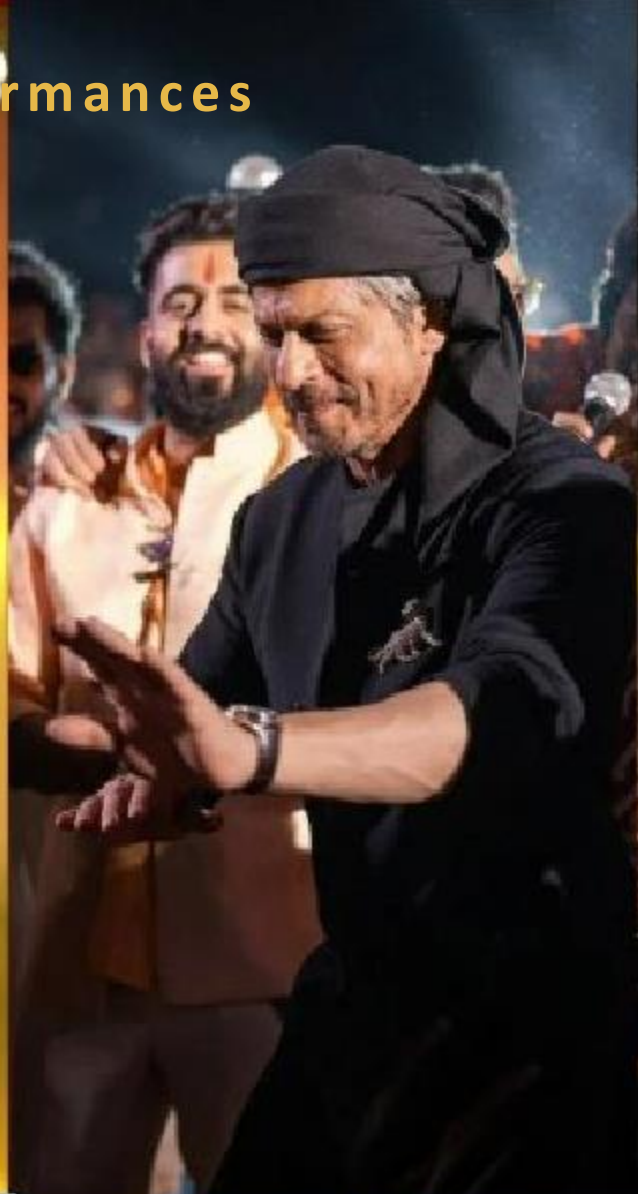
Digital Fanbase

8,000+

YouTube: @nikharjuneja · IG: @nikhar_juneja



THE ARTIST · Nikhar Juneja · Live Performances



Soul-Stirring

Live Presence

Modern

Musical Expression

Devotion

Meets Youth

Cultural

Bridge Builder





Bhajan Concert Series

Two Cities · One Journey · 8,000+ Voices

JAIPUR

CONFIRMED



Date	4th July 2026
Venue	Bhawani Niketan Campus
Capacity	5,000+ persons
Format	Premium Live Concert
Audience	Families · Youth · Devotees · Cultural Enthusiasts
Media	National + Regional Coverage

DELHI

UPCOMING

Date	TBC — Post Jaipur
Venue	Premium City Venue — TBC
Capacity	3,000+ persons
Format	Premium Live Concert
Audience	Pan-City · Urban · Diverse Professionals
Media	National Media Validation

Total Live Audience Across Both Cities: 8,000+

Why Jaipur & Delhi

Strategic choices. Not random markets.

Jaipur

India's Cultural Crown Jewel

- Deeply rooted in tradition, heritage & devotional practices
- Audience emotionally connected to bhakti culture
- Cultural calendar commands national media attention
- Bhawani Niketan — landmark venue with instant credibility
- Strong HNI and family-audience density
- Sets the cultural narrative for the full tour

Delhi

India's Most Influential Stage

- Most diverse, influential & media-connected city in India
- A successful event here echoes across national media
- Pan-city youth and professional audience base
- Digital amplification reaches every metro from Delhi
- Cultural movements get national validation here
- Where brand boardrooms pay attention

Together — culturally authentic in Jaipur and commercially significant in Delhi.



Bhawani Niketan Campus, Jaipur

Heritage Grounds · 5,000+ Capacity · Confirmed · 4th July 2026



5,000+

Expected Footfall

Heritage

Rajasthani Architecture

Confirmed

4th July 2026

National

Media Coverage



THE CULTURAL PULSE



WHY THIS CONCERT MATTERS

*A Cultural Moment.
A Movement.
A Market Opportunity.*

India is witnessing a generational shift — and this concert sits at its centre.



01

The Devotional Revival is Real

Bhakti and devotional music is reclaiming its cultural space — not just among older generations, but among India's youth. YouTube, Instagram Reels, and Spotify are seeing an unprecedented surge. This is not a trend. It is a movement.

02

Live Experiences Create the Deepest Memory

In a world of scroll-and-skip advertising, a live devotional concert commands full presence and full emotion. Audiences are not distracted — they are open. That is the rarest state a brand can reach a consumer in.

03

8,000 People. One Shared Feeling.

Across Jaipur and Delhi, 8,000+ attendees share a single emotional experience. That is not reach — that is resonance. No digital campaign can manufacture that kind of trust in one evening.

8,000+ Live Attendees

Jaipur & Delhi · Two Cities · One High-Trust Audience

AUDIENCE PROFILE

Age Group	5–55 years
Gender	Mixed — Women-Dominant
Profile	Families, Young Professionals, Devotees, Cultural Enthusiasts
Income	Middle to Upper-Middle Class
Mindset	Aspirational, Mindful, Culturally Rooted
Digital Life	Active on Instagram, YouTube, WhatsApp



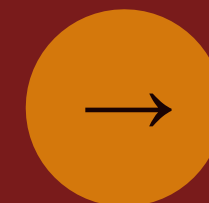
Higher Brand Recall

Audiences at cultural events are 3× more likely to recall a brand associated with the event vs. a conventional advertisement.



Emotionally Receptive

Positive emotional states during live experiences transfer directly to brand perception — audiences are open, not guarded.



Organic Advocates

Audiences share their live experiences digitally — extending brand reach far beyond the venue, naturally and authentically.

This is an audience that spends, influences, and remembers.

This Concert vs. Conventional Cultural Events

	THIS CONCERT SERIES IS...	NOT A CONVENTIONAL EVENT THAT IS...
01	● A premium produced cultural experience	✗ A religious gathering or prayer meeting
02	● Youth-friendly and family-inclusive	✗ Niche or inaccessible to modern audiences
03	● Emotionally immersive live concert	✗ A passive, old-format devotional show
04	● A platform for modern bhakti	✗ Bollywood or classical — no middle ground
05	● Brand-ready and media-ready property	✗ An amateur, unstructured local event
06	● Scalable, two-city, structured property	✗ A one-off event with no strategic vision

The Bhajan Concert Series sits at a powerful middle ground — emotionally resonant, culturally rooted, and broadly accessible.



SPONSORSHIP OPPORTUNITIES



Sponsorship at a Glance

TIER	SLOT	BOTH CITIES	SINGLE CITY	Est. MEDIA VALUE
Presenting Partner	1 only	₹45,00,000	₹22-25L	₹1.2-1.8 Cr
Co-Powered By	2-3 only	₹22,00,000	₹11-12L	₹70L-1 Cr
Gold Sponsor	5-6 brands	₹10,00,000	₹5-6L	₹30-45L
Associate Sponsor	8-10 brands	₹5,00,000	₹2.5-3L	
Category Partner	12-15 brands	₹2-3,00,000	₹1-1.5L	₹6-10L

Total Sponsorship Potential: ₹1.2-1.5 Crore · Realistic Target: ₹80 Lakh-1 Crore



Presenting Partner & Co-Powered By

Presenting Partner

₹45,00,000 · Both Cities | ₹22–25 Lakhs · Single City

Est. Media Value: ₹1.2–1.8 Crore

1 Slot Only · Category Exclusivity

- Title association — 'Presented by [Brand]' across all communication
- Logo in most prominent position on stage backdrop, all collateral & digital assets
- Exclusive branded product stall — prime venue location
- Artist gift hamper — formally presented on stage with full documentation
- VVIP gifting to 20–30 dignitaries & guests of honour
- 8–10 social media posts per city across both handles
- 1 post-event branded reel per city — fully shareable by brand
- Full PR integration — credited in all press releases & media coverage
- Category exclusivity — no competing brand in your category

Co-Powered By

₹22,00,000 · Both Cities | ₹11–12 Lakhs · Single City

Est. Media Value: ₹70L–1 Crore

2-3 Slot Only · Category Exclusivity

- Secondary title — 'Co-Powered by [Brand]' in event title
- Logo in second position on all collateral, backdrops & digital creatives
- Branded product stall at venue — dedicated zone
- Artist gift hamper — backstage gifting with content documentation
- VVIP gift hampers — 10–15 dignitaries
- 6–8 social media posts per city across both handles
- 1 post-event branded reel per city
- Co-branded press release mention
- Category exclusivity applies



Gold Sponsor & Associate Sponsor

Gold Sponsor

₹10,00,000 · Both Cities | ₹5–6 Lakhs · Single City

Est. Media Value: ₹30–45 Lakhs

5-6 Brands · Category Exclusivity

- Logo in third position across all collateral & backdrops
- Branded stall at venue
- Artist + VVIP gift hampers
- MC acknowledgement at event
- 5–7 social media posts per city
- Digital creatives logo placement
- 1 post-event reel featuring brand
- Press release mention
- Category exclusivity

Associate Sponsor

₹5,00,000 · Both Cities | ₹2.5–3 Lakhs · Single City

Est. Media Value: ₹15–22 Lakhs

8-10 Brands · Category Exclusivity

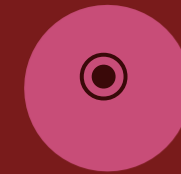
- Logo on stage backdrop & all printed collateral
- Dedicated branded stall at venue
- MC acknowledgement at event
- VVIP gift hampers
- 4–6 social media posts per city
- Instagram story coverage on event day
- 1 co-branded reel per city
- Press release credit
- Category exclusivity

What Every Sponsor Gets — Regardless of Tier



Logo Across All Promotional Material

Digital and print — every creative, every piece, every platform. Your brand is present from day one of the campaign.



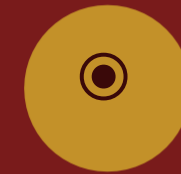
Visibility Across Two Cultural Cities

Jaipur and Delhi — brand presence in two of India's most culturally significant and commercially relevant markets.



Access to 8,000+ Captive Live Audience

A high-trust, emotionally engaged audience in a distraction-free environment — the rarest media buy available.



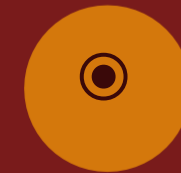
Digital Content Assets — Owned by You

Reels, posts, stories, and coverage — all shareable on your brand's own channels. Content with real organic shelf life.



Association with a Growing Cultural Property

Nikhar Juneja's audience is growing. The devotional music movement is growing. Get in early — while the cultural dividend is highest.



Post-Event PR Report

A comprehensive coverage report documenting every brand mention, media placement, and reach metric across the full campaign.

Category exclusivity applies — first brand signed per category owns that category across the entire property.

The Minds Behind the Experience



TiAn Films

Founder — Ankita Tiwari

CBFC Member since 2015 · Star Plus · Viacom18 · UTV

Seasoned media and cultural production professional with a career spanning major entertainment platforms, government-scale events, and socially relevant properties.



Bhavraj Entertainment

Founder — Dr. Bhavna Walia

Live Events · Cultural Properties · Brand Activation

An experienced team in large-scale event logistics, on-ground execution, live production, and audience engagement — delivering with operational precision and creative excellence.



Let's Build Something Extraordinary Together

*"The best brands don't just advertise.
They become part of a moment people remember."*

Contact Details

info@bhavrajentertainment.com

9875003689/9875000123/9660898444/7878598458/9875001413

8,000+

Live Audience

2 Cities

Jaipur & Delhi

₹1.2–1.5 Cr

Sponsorship Potential

Category

Exclusivity Guaranteed

Brands that join this journey early don't just get visibility. They get legacy.