



IMMERSE YOURSELF IN A CONTEMPORARY
SOUTH INDIAN EXPERIENCE LIKE NEVER BEFORE.

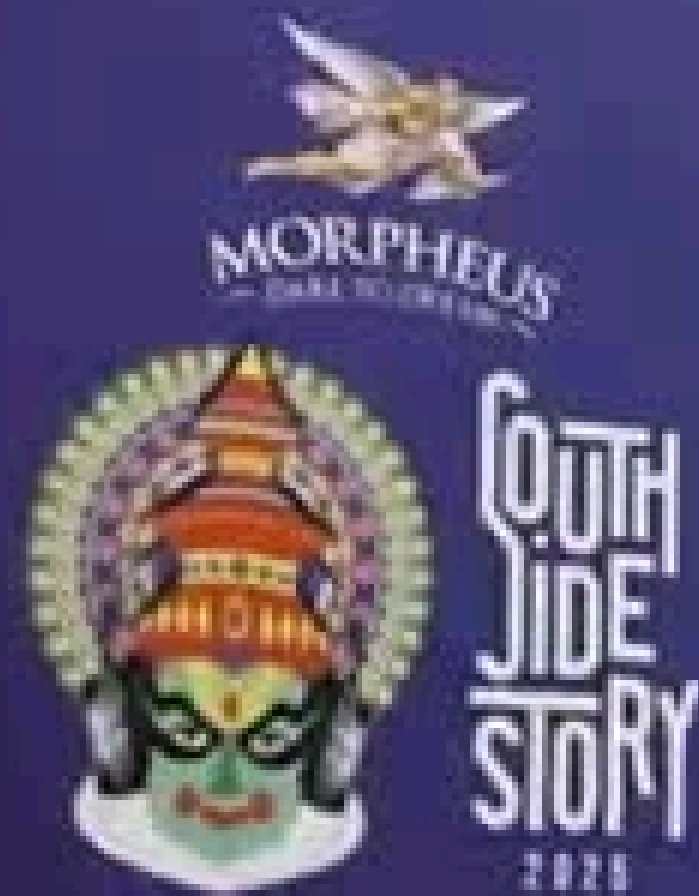
57 ARTISTS
9 EDITIONS
7 SEASONS

**SOUTH
SIDE
STORY**

**SOUTH
SIDE
STORY**

**SOUTH SIDE
STORY IS YOUR
TICKET TO THE
COLORFUL
CARNIVAL OF
SOUTHERN INDIA**

2025



RIDING PARTNER
ROYAL
ENFIELD



SOUTH
SIDE
STORY
2025

2020

BANGALURU

VENUE: NEW HORIZON COLLEGE OF
ENGINEERING, MARATHAHALLI,

28th

November

SOUTH
SIDE
STORY





SOUTH
SIDE
STORY

SOUTH SIDE STORY 2026 IS GEARING UP TO BE AN ELECTRIFYING EXTRAVAGANZA IN BENGALURU!

METICULOUSLY CURATED SOUTH INDIAN THEMED DAYS SET TO IGNITE YOUR SENSES AND CREATE UNFORGETTABLE EXPERIENCES. **DELICIOUS FLAVORS FROM SOUTH, PULSATING RHYTHMS OF LOCAL ARTISTS** AND **AN IMMERSIVE SHOPPING EXPERIENCE** THAT PROMISE TO LEAVE EVERYONE BUZZING WITH EXCITEMENT AND MEMORIES TO CHERISH LONG AFTER THE CURTAINS CLOSE.

2025

EXPERIENCE THE SOUTH IN A WHOLE NEW WAY!

A man and a woman are posing excitedly in front of a large blue Swastika symbol. The woman, on the left, has long dark hair and is wearing a white dress, giving a thumbs up. The man, on the right, has a beard and is wearing a blue patterned shirt, sticking his tongue out. The background is a green wall with horizontal lines.

EVENT EXPERIENCE

THE WELCOME

At South Side Story, guests are warmly welcomed with chandana, a fragrant sandalwood paste applied to their foreheads upon arrival. This traditional gesture symbolizes respect and hospitality while providing a soothing and memorable start to their experience, adding cultural richness to the event.



CREATED EXPERIENCES

At South Side Story, immerse yourself in local culture and creativity. Explore food stalls offering unique culinary delights with traditional recipes. Experience immersive art installations reflecting the community's soul. Enjoy a shopping adventure with handcrafted goods and local artistry.

YAKSHAGANA

DOLLU KUNITHA

HULI VESHA



At South Side Story, guests experience the vibrant culture of south through immersive activities. Highlights include

Yakshagana: A mesmerizing dance-drama that brings Indian mythology to life through vibrant costumes, music, and powerful storytelling.

Huli Vesha: A thrilling folk dance where performers transform into tigers, celebrating strength, courage, and festive spirit.

Dollu Kunittha: A high-energy drum dance known for its powerful beats, synchronized movements, and infectious energy.



Artists

GEAR UP FOR A LIT MUSICAL EXPERIENCE WITH A FIRE LINEUP
OF ICONIC ARTISTS YOU WON'T WANT TO MISS!

Aksomaniac

Aksomaniac is a contemporary artist renowned for their innovative approach to visual storytelling. Aksomaniac's use of mixed media, including digital art and traditional techniques, results in dynamic compositions that captivate audiences worldwide.

GOOTH
JIDE
STORY



Shobhana

Shobana is one of South India's most iconic performers, celebrated for her exceptional grace, expressive storytelling, and mastery of classical dance. A renowned Bharatanatyam exponent and acclaimed actress, she has captivated audiences across generations with her timeless artistry and powerful stage presence.

Shobana's performances are a seamless blend of tradition and emotion—where every movement tells a story, creating an experience that is both soulful and unforgettable.

South
Side
Story



Asal Kolaar

Asal Kolaar is a pioneering force in the contemporary Tamil music landscape. Anchored by a gritty, street-smart and unapologetic command of localised Madras Baashai slang, his artistry transforms underground neighbourhood narratives into mainstream, chart-topping anthems.



Sanjith Hegde

Sanjith Hegde is a pioneering force in the modern Indian music landscape, seamlessly bridging the worlds of mainstream cinematic playback and global independent pop. He has successfully evolved from a reality television prodigy into an internationally touring icon who is actively redefining the identity of pan-Indian independent music.

YOUTH
SIDE
STORY





BENGALURU

(4- week promotion)

PROMOS - 24 PER DAY

MENTIONS - 4 PER DAY*

- Title Partner: Includes opening brand name and 5-second closing tag.
- Presenting Partner: Consists of opening brand name and 5-second closing tag.
- Copowered by Partner: Features a 3-second closing tag.
- Associate Partners: Includes 4 partners with 3-second closing tags that rotate alternately.

*NO MENTIONS ON SUNDAY

Marketing

Promotion by Ticketing Partner *

- Banners on the Home page
- Push Notification
- Mailer promotion
- Listing Promoted event
- Social Media Push by the platform

Trade & PR *

- Press Announcement
- Events listing & Listicles
- News articles about the event and artists
- 3 Trade Mailers

Influencer outreach*

- 20 IG INFLUENCERS AT THE EVENT
- 10 POSTS & 20 STORIES
- PROMOTION ON LEADING EVENT PROMOTION PAGES IN BANGALORE LIKE -

BRAND PROMOTION

MEDIA AMPLIFICATION

- 1 PRINT AD IN BANGALORE
- BRANDING IN CAFES FOR ONE MONTH ACROSS BANGALORE
- 25+ CINEMA DIGITAL BRANDING -- 4 WEEKS IN BANGALORE
- MALL BRANDING IN 2 MALLS IN BANGALORE
- 100 POSTERS IN SOCIETIES
- 100 DIGITAL SCREENS IN RWA & CORPORATES
- 7 OUTDOOR FOR 1 WEEK

VENUE BRANDING FOR PARTNERS

- VENUE BRANDING (8 BOARDS WITH ALL PARTNER LOGOS)
- STAGE MENTIONS AT THE EVENT
- LOGO LOOP ON LED SCREENS
- BRAND AV ON THE DELAYED SCREEN ONLY FOR ILU PARTNERS

Digital Marketing Deliverables

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SIDE
STORY

REDFMINDIA.IN

- Festival Event Listing
- Rotational banners – across the site
- Blogs covering the immersive experience of culture
- Vodcast on Red Podcasts and Red FM India YouTube handle, audio listing on redfmindia.in Red Podcasts and leading audio platforms – Spotify, JioSaavn, Apple Podcasts, Amazon Music, YT Podcasts and more

SOUTHSIDESTORY.IN

- Blogs covering the immersive experience of festival
 - South Side Social
- South Side Studio – driving stories, conversations, and culture, shaped by the community, for the community.
- Partner logos – <https://southsidestory.in/partners-2025.php>

Digital Deliverables

YOUTH
SIDE
STORY

3 Months Pre-Promotion On SSS Social Handles + Red FM National + Red FM Bengaluru Social Handles

- 1 Announcement Post
- 8 Artist Reveal Posts
- 8 Artist Shoutouts
- 4 Highlight Reels
- 6 RJ Reels
- 6 Contest Posts
- 12 Culture Posts
- 7 Countdown Posts
- 8 SSS Playlists Reels
- 6 Testimonial Reels
- Social Media Cover Change For 1 Week

Event Day Promotion On SSS Social Handles + Red FM National + Red FM Bengaluru Social Handles

- 20 Photo Carousels (10 Per Day)
- 20 Video Reels (10 Per Day)
- 100 IG Stories (50 Per Day)

Post-Event Promotion On SSS Social Handles + Red FM National Social Handles + Red FM Bengaluru Social Handles

- 1 Event Afterfilm

Please Note:

**Title, Presenting & Co-powered Partner Logos To Feature In The Form of ILU In Posts/Reels*

**Caption Tagging Only For Title, Presenting & Co-powered Partners Only*

**Associate Partner Logos To Feature On Social Media Covers Only*

Social Media Platforms

SOUTH
SIDE
STORY

For Digital Promotion

Red FM India



+



+



+



INSTAGRAM
584K Followers

FACEBOOK
4.3M Followers

YOUTUBE
4.6M Followers

TWITTER
252K Followers

X

South Side Story



+



INSTAGRAM
16.3K Followers

FACEBOOK
135 Followers

X

Red FM Bengaluru



+



+



+



INSTAGRAM
16.9K Followers

FACEBOOK
250K Followers

YOUTUBE
87.2K Followers

TWITTER
4.5K Followers



RRR

title Partner

SOUTH
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SOUTH SIDE STORY	TITLE PARTNER
Investment	Rs. 50.0 Lakh
Display Opportunity	Product Display on 8'x8' platform on the L& R side of stage panels
Stall/ Display Area	Bare Shell space of 20' x 10'
Sampling Opportunity	Through Box office
Logo	ILU, In all major collaterals, through standees & display boards (4)
Radio & Marketing support	As mentioned in the respective slides

Presenting

**SOUTH
SIDE
STORY**

SOUTH SIDE STORY	PRESENTING PARTNER
Investment	Rs. 40.0 Lakh
Stall/ Display Area	Bare Shell space of 10’ x 10’
Logo	ILU, In all major collaterals, through standees & display boards (2)
Radio & Marketing support	As mentioned in the respective slides

Copowered by

SOUTH
SIDE
STORY

SOUTH SIDE STORY	CO-POWERED PARTNER
Investment	Rs. 30.0 Lakh
Logo	In all major collaterals, through standees & display boards (1 each)
Radio & Marketing support	As mentioned in the respective slides



SOUTH SIDE STORY	ASSOCIATE
Investment	Rs. 15.0 Lakh
Logo	In all major collaterals in the bottom strip of the creative unit
Radio & Marketing support	As mentioned in the respective slides



LET'S DISCUSS