



NDTV Profit Diwali Special

A curated lineup of premium content experiences — crafted to deliver joy, insight, and above all, **Profit** to Indian investors and traders this festive season.

**FOR YOUR
PROFIT**

Why Diwali on NDTV Profit?



Diwali is India's most powerful moment of financial decision-making — families invest, plan, and celebrate simultaneously. NDTV Profit's special programming places your brand at the intersection of **festive emotion** and **financial intent**.

10 Flagship Shows

Exclusive content from
Oct 15 – Nov 10

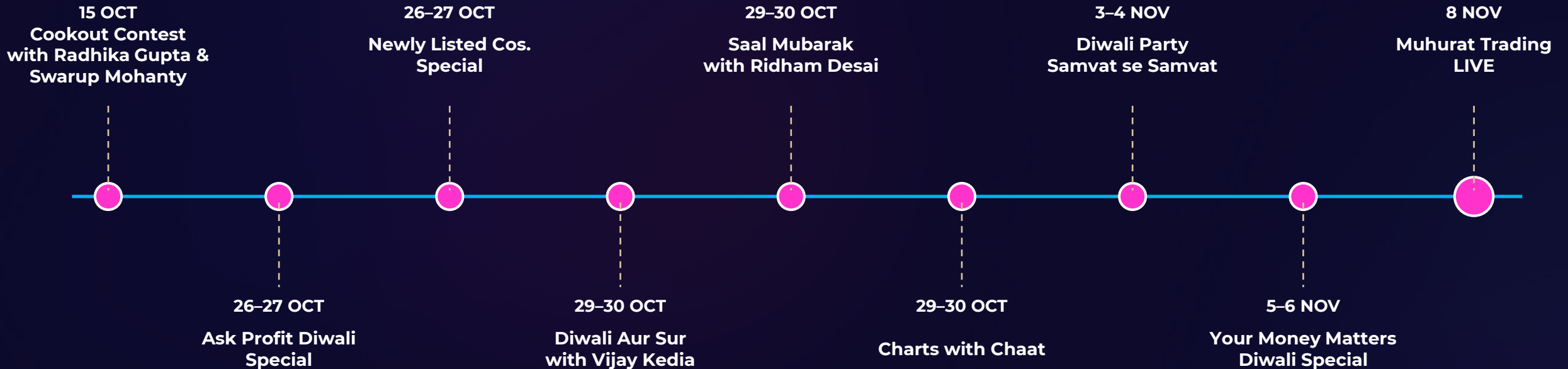
Star-Studded Guests

India's most trusted voices in
finance & investment

Live & Studio Events

BKC Studio +
Mahurat trading Live

The Campaign at a Glance



Samvat se Samvat — our running collection of special market links — plays through the entire window.

SHOW 1

The Cookout Contest

Guests

Radhika Gupta, Edelweiss MF
Swarup Mohanty, Mirae Asset

Hosts

Niraj Shah & Tamanna Inamdar

Date

15th October

Venue

TBD

Finance meets flavour

Two of India's most respected CEOs **Radhika Gupta** and **Swarup Mohanty** go head-to-head in a festive cookout challenge hosted by NDTV Profit's **Niraj Shah** and **Tamanna Inamdar**.

An unscripted, warm, and deeply human format that showcases the personalities behind the portfolios



SHOW 2

Ask Profit - Diwali Special

Hosts

Punit & Mahima

Suggested Guests

Rajesh Aggarwal · Samir Dalal ·
Shahina Mukadam · Kush Bohra

Date

26th / 27th October

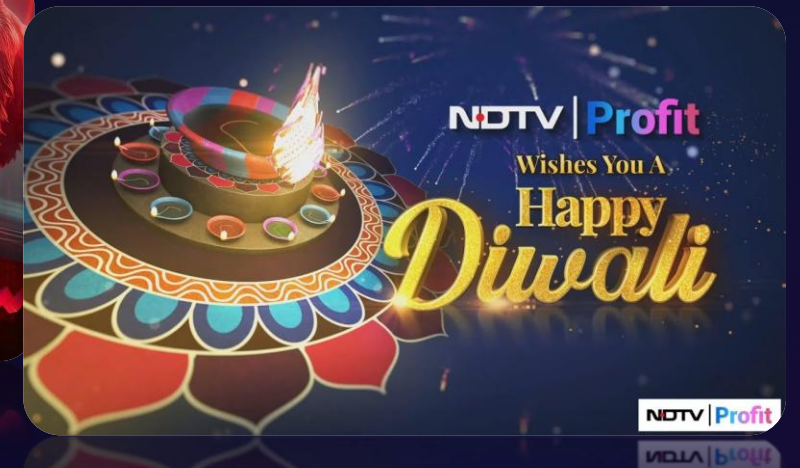
Venue

NDTV Profit Studio, BKC

Hosted by NDTV Profit's **Punit** and **Mahima**, this viewer-first show invites India's sharpest market minds to answer the questions your audience is actually asking heading into Samvat 2081.

The show will tackle questions around Diwali investing, new Samvat outlook, and portfolio positioning.

Content that is genuinely useful and highly shareable.





SHOW 4

Diwali Aur Sur

 Guests

Vijay Kedia · Salim Merchant

 Host

Alex

 Date

29th / 30th October

 Venue

NDTV Profit Studio, BKC

Markets meet melody.

Legendary investor **Vijay Kedia** joins celebrated composer **Salim Merchant** in a unique convergence of wealth wisdom and music, hosted by NDTV Profit's **Alex Mathew**.

A one-of-a-kind cultural and financial celebration

SHOW 5

Saal Mubarak with Ridham Desai

Ridham Desai, Morgan Stanley's renowned India strategist, delivers his bold predictions in this The definitive annual market outlook special hosted by **Niraj Shah**.

Expect bold calls, long-term conviction, and a clear-eyed view of opportunities and risks in the new Samvat - A must-watch for every serious investor, fund manager, and wealth advisor in India.

★ Guest

Ridham Desai, Morgan Stanley India

📅 Date

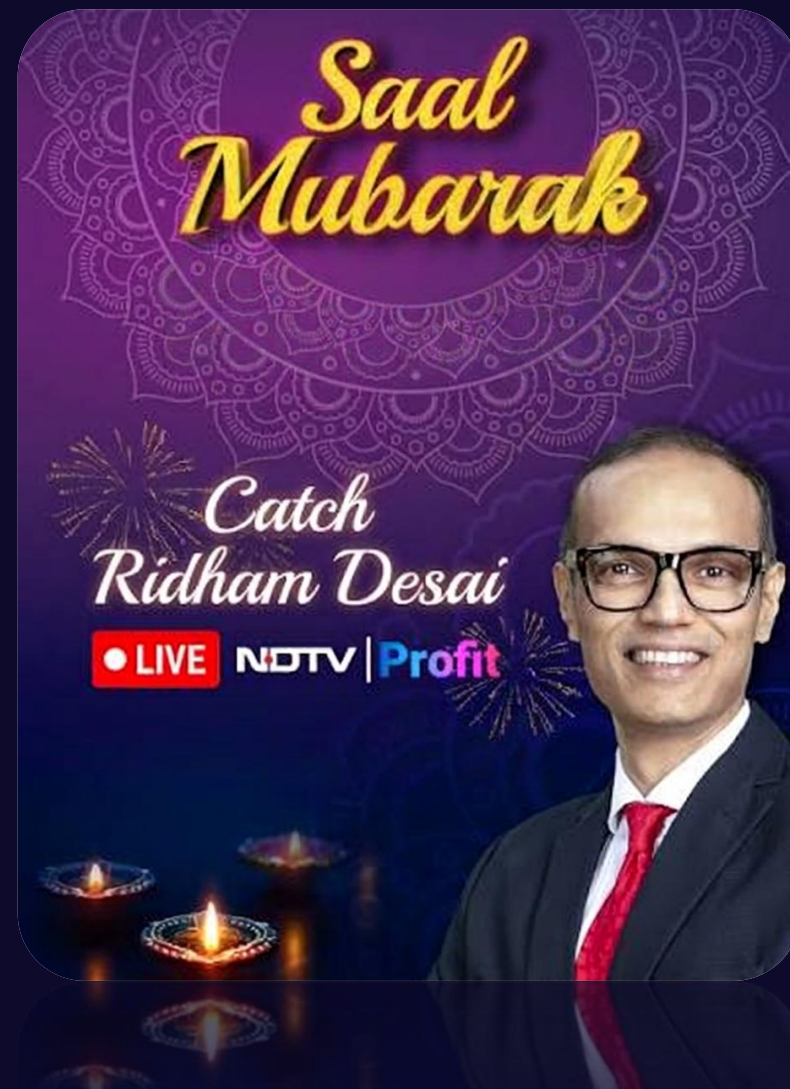
29th / 30th October

🎤 Hosts

Niraj & Hiral

📍 Venue

NDTV Profit Studio, BKC



SHOWS 6 & 7 · MARKET SPECIALS

Samvat & Charts — Double Feature

Samvat se Samvat

Hosted by **Hiral** and **Soumeet**, this compelling format reviews every key market moment from Samvat 2080 and maps the road ahead for 2081 — a collector's edition market show built from the most significant special links of the year.

Charts with Chaat

Hosted by **Sharad Dubey**, this irresistible format pairs technical chart analysis with India's favourite street food.
Guests: Chandan Taparia, Ruchit Jain, and Shrikant Chouhan.
Scheduled 29–30 Oct, NDTV Profit Studio.

SHOW 8

Your Money Matters Diwali Special

One of NDTV Profit's most trusted and loved formats returns with a festive focus. **Your Money Matters - Diwali Special** is the definitive personal finance show for the season, addressing the questions every viewer has going into the new Samvat year:

Where should I invest?
Is my portfolio Diwali-ready?
How do I make my money work harder?



 Hosts

Alex Mathew
Mahima Vachhrajani

 Guests

Expert financial
voices

 Date

5th / 6th November

 Venue

BKC Studio



SHOW 9

The Diwali Party

India's fund managers, unfiltered

NDTV Profit takes the conversation off the studio floor and into a premium restaurant setting for **Diwali Party**. An informal, high-energy gathering with five of India's most prominent fund managers. In a candid, unscripted, and utterly compelling conversation with NDTV Profit's **Niraj Shah** and **Tamanna Inamdar**.



Mihir Vora

Trust Mutual Fund



Taher Badshah

Invesco India MF



Pankaj Murarka

Renaissance Investment Managers



Pankaj Tibrewal

IKIGAI Asset Management

SHOW 10 – THE CROWN JEWEL

Mahurat Trading Live

A live broadcast of the special one-hour trading session conducted by BSE and NSE on Diwali. This is the moment every investor, trader, and market follower in India tunes in for, and NDTV Profit will be live from BKC Studio with wall-to-wall coverage.

For sponsors, this is the single highest-impact slot in the entire Diwali calendar.



Anchored by the dream team of **Niraj, Tamanna and Alex**, the show will feature live market data, expert commentary, breaking calls, and the festive energy that makes Mahurat Trading unlike any other broadcast of the year.

Sponsorship Summary

Partner with NDTV Profit This Diwali



Premium Brand Alignment

Associate with India's most trusted financial news brand during peak consumer attention



High-Intent Audience

Reach investors, HNIs, and financial decision-makers at their most engaged moment of the year



10 Shows · 3 Weeks

Sustained, multi-format exposure from 15 October through 8 November 2024



For Your Profit

Every show delivers real value to viewers — your brand is part of that promise

Let's Light Up This Diwali, For Your Profit.

For partnership details and integration options, reach out to the NDTV Profit team.