

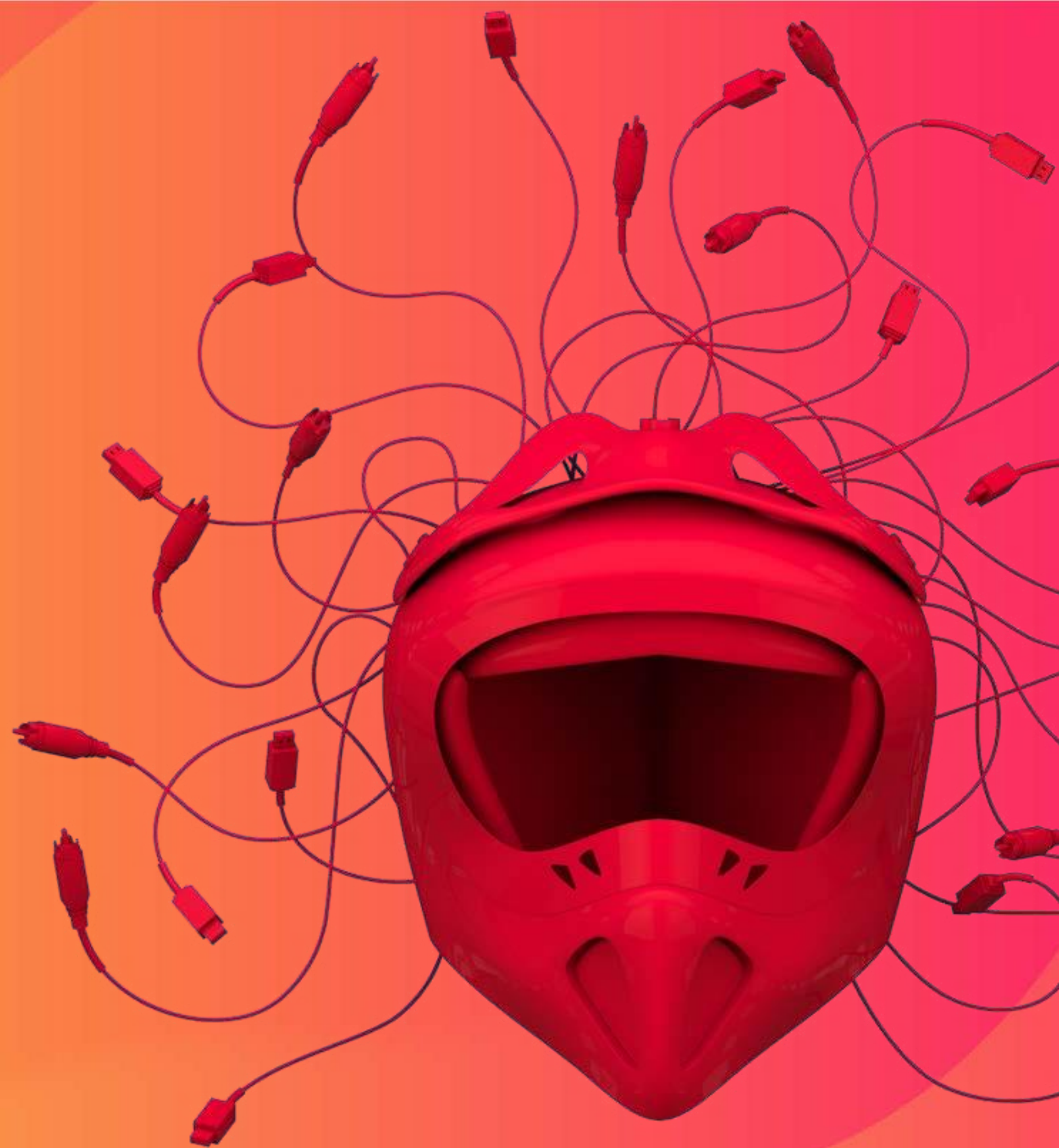


RIDERS MUSIC FESTIVAL 2018
CASE STUDY

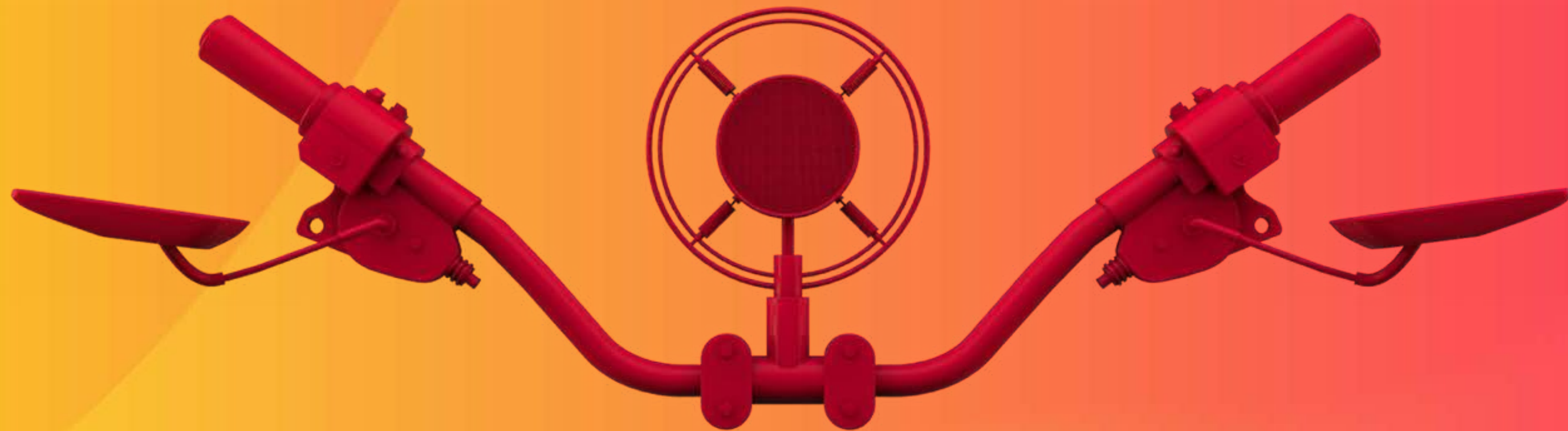


RIDERS MUSIC FESTIVAL

The symbol is the most instinctive gesture when one feels joyous, especially while listening to great music or while riding a bike or BOTH! The rawness and nature of the logo captured the true sense of the lifestyle we strived to create.



FESTIVAL BRAND DESIGN



GRADIENT COLOR PATTERN



A transformation from darker to lighter tone shows the transition of festival from day to night.

TYPE

BRANDON GROTESQUE

LIGHT | REGULAR | BOLD | MEDIUM

KNOCKOUT

HTF52-Cruiserweight
HTF91-UlmtmtMiddlewt
HTF28-JuniorFeatherwt

POSTER



FESTIVAL ILLUSTRATED ELEMENTS



3D ELEMENTS

WRIST BANDS



TICKETS



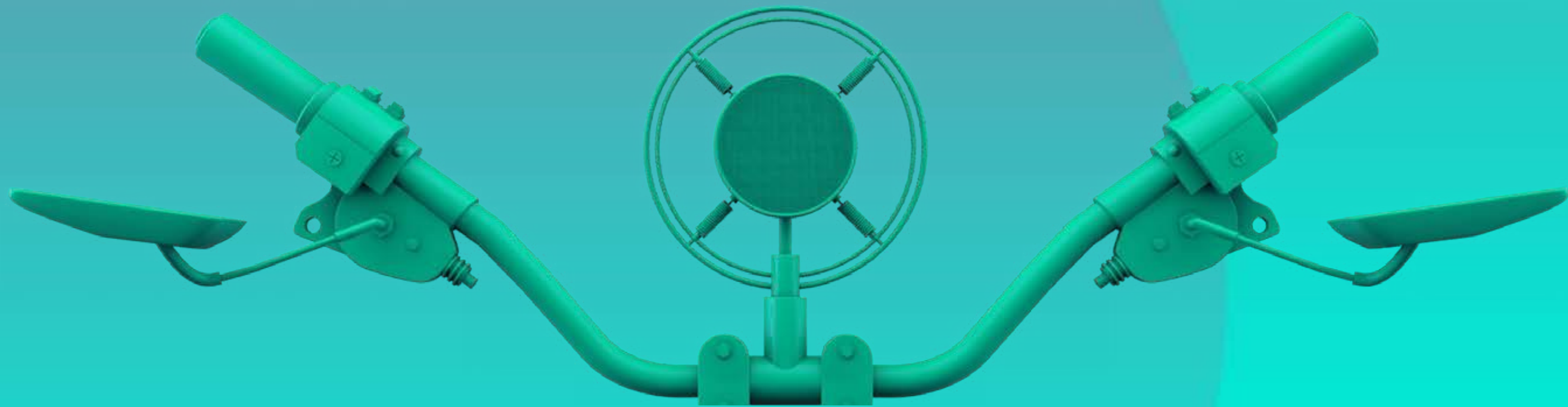
RMF ACCREDS



GROWTh AND REACH



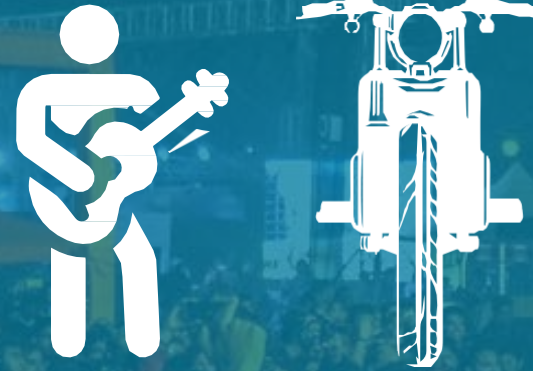
PR Value 55,47,897
total reach (online +print)
15,35,24,944



OUR AUDIENCE



AVERAGE AGE
28



MUSIC/ BIKE ENTHUSIASTS
20,000



MEN
60%



WOMEN
40%



20-38 YEAR OLD
80%



BIKERS ENGAGED
5000



RMF 2018

20,000+ footfall

2x Ticketing Revenue vs last year

2x F&B Revenue vs last year



Bling Ping
MOTION PICTURES

**RIDERS
MUSIC
FESTIVAL**

HOARDING



Aurobindo Market



Ber Sarai towards Outer Ring Road



Chirag Delhi



JLN Stadium



Hauz Khas Village



Unitech Business Park Tower B



SDA market



DLF Promenade Mall



Saket Red Light Crossing Ner Max Hospital



Munirka



Moolchand



DLF Promenade Mall B1 Exit Near Escalator

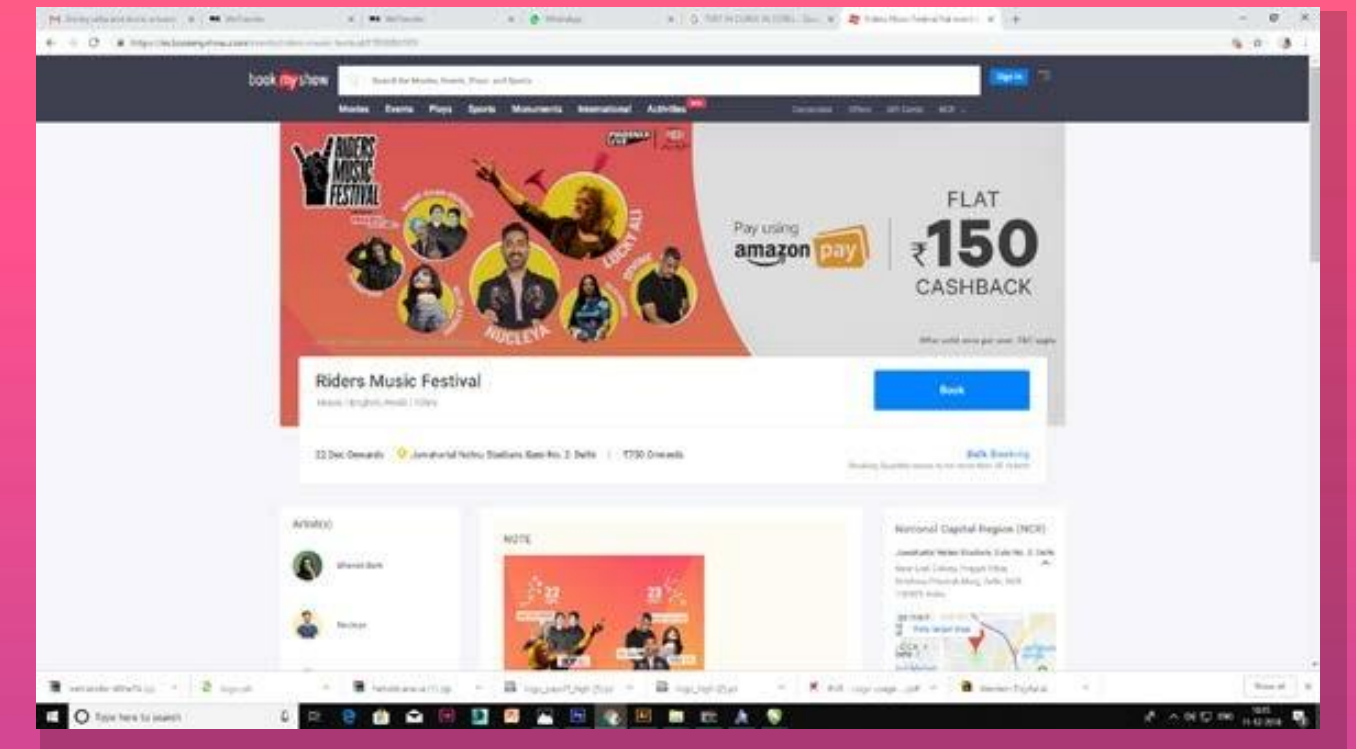
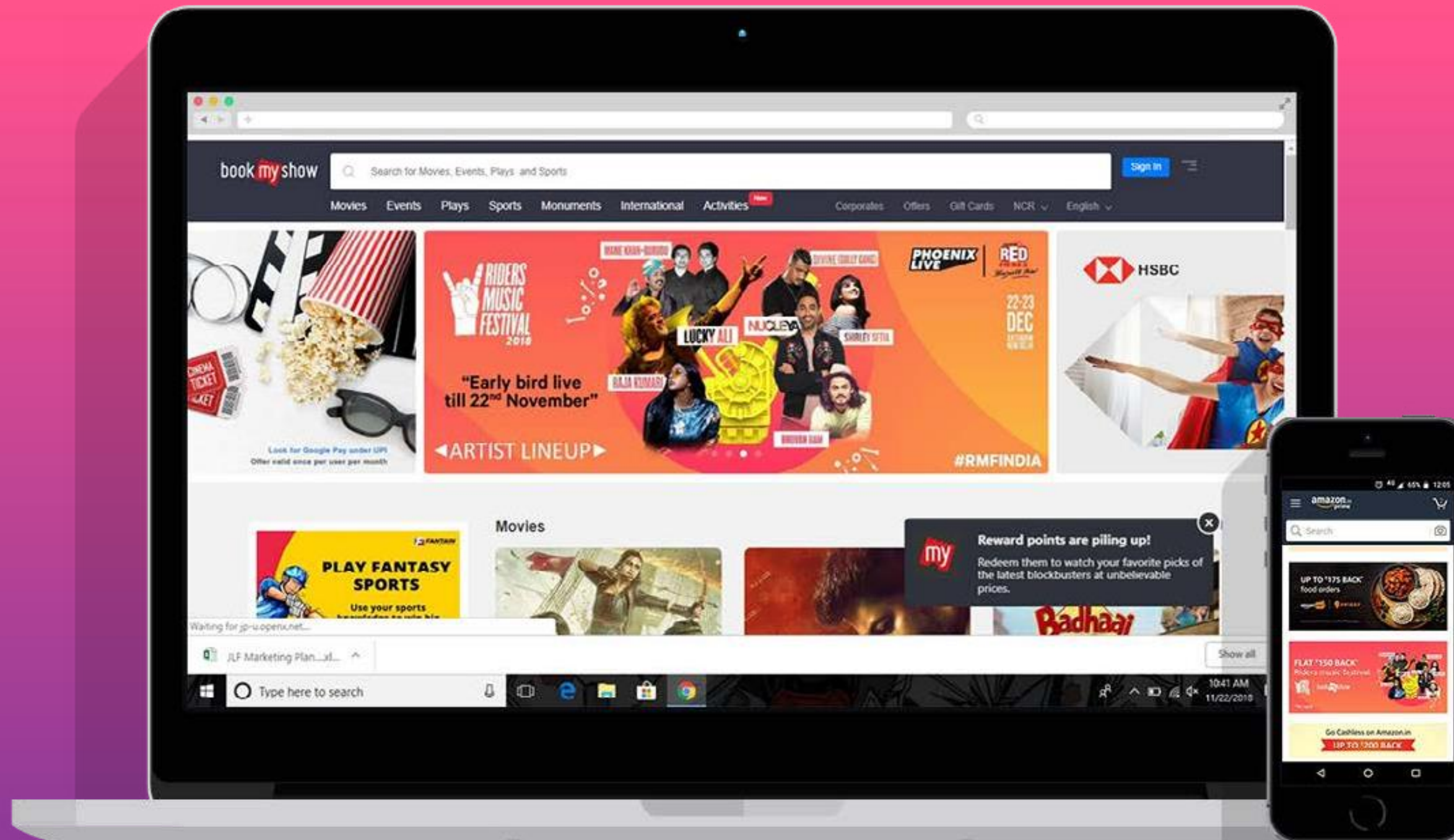


Sant Nagar Crossing



Rajpouri Garden Flyover

BOOKMYSHOW AND AMAZON PRIME PRESENCE



Bookmyshowlanding pagebanner



Bookmyshowevent cover



DIGITAL COVERAGE

on various platforms



Riders Music Festival
Published by Manas Tripathy [?] · 21 December 2018 at 18:46 ·

Even the most insurmountable obstacles won't clip the wings of our travel companion. PirelliMoto Pirelli India | Checkout #Pirelli at #RMFindia



Riders Music Festival
Published by Ankit Goila [?] · 21 December 2018 at 18:24 ·

Jameson Irish Whiskey is ready for Riders Music Festival Are you? Get your tickets now: <http://bit.ly/RMFindia18>



Things You'll Relate To If You're Dating A Biker

POPxo

54K views · about a month ago ·

"You get a valid reason to cuddle when you sit with them." Hit play to watch why bikers make the best boyfriends, EVER!



BW BUSINESSWORLD
January 21, 2019 ·

News Columns Interviews BW Communities Events BW TV Subscribe to Print

Rider's Music Festival Took Delhi For A Ride Along

The two-day weekend festival was an action-packed event; multiple stage setups that offered the best of live music, food, beverages, adventure, motorcycles and much more



Riders Music Festival
Published by Tfd Web [?] · 23 December 2018 at 19:59 ·

And the Lady of the evening Shirley Setia is finally here with us at Riders Music Festival Can't get enough of her graceful performance. We have more to go with #BhuvanBam Nucleya Raja Kumari DIVINE Mame Khan #luckyali #concert #SundayNight #LetsParty #WildWeekend #Party #Riders #Music #RidersMusicFestival #RMF2018 #FacebookLive #FacebookIndia



Riders Music Festival
Published by Tfd Web [?] · 23 December 2018 at 18:41 ·

The craziness has just escalated with #BhuvanBam Check out the energy levels rise at Riders Music Festival just got wilder. We have more with Nucleya Raja Kumari DIVINE Shirley Setia Mame Khan #luckyali #concert #SundayNight #LetsParty #WildWeekend #Party #Riders #Music #RidersMusicFestival #RMF2018 #FacebookLive #FacebookIndia #BBKIVines



Riders Music Festival
Published by Tfd Web [?] · 22 December 2018 at 22:43 ·

The most awaited moment with Raja Kumari is here guys and she's ready to kill it. Catch all the crazy action at Riders Music Festival with #BhuvanBam Nucleya DIVINE Shirley Setia Mame Khan #luckyali #concert #Party #SaturdayNight #LetsParty #WildWeekend #Riders #Music #RidersMusicFestival #RMF2018 #Facebook #FacebookLive #FacebookIndia




Riders Music Festival with Kinetic Motoroyale.
Published by Manas Tripathy [?] · Paid partnership ·

Don't forget to check Kinetic Motoroyale at #RMFindia December 22/23 Gate No. 2 JLN Stadium, New Delhi! Get your tickets now: <http://bit.ly/RMFindia18>

Resume Video

Book Now bit.ly

MOTOROYALE KINETIC #RMF2018



Riders Music Festival
Published by Manas Tripathy [?] · 21 December 2018 at 17:39 ·

#RMFindia driven by Isuzu D-MAX V-Cross don't forget to check them out! #Isuzuauvfest #Isuzuindia #Isuzumaxvross Get your tickets now: <http://bit.ly/RMFindia18>



Riders Music Festival
Published by Manas Tripathy [?] · 21 December 2018 ·

Motorcycles aren't just a passion, it's a way of life. Get up, close with your favourite range of Scrambler Ducati motorcycles at the exclusive #ScramblerDucati 'Land of Joy' and feel the freedom flowing through your veins. Book your tickets now: <http://bit.ly/RMFindia18>

#RMFindia #RMF2018



Riders Music Festival with Triumph Motorcycles.
Published by Manas Tripathy [?] · Paid partnership ·

#CONTESTALERT

All you moto-lovers and music-buffs out there, here's your chance to win passes for #RMFindia

Simply, tell us "Which Triumph Motorcycle is music to your ears?" Follow Triumph Motorcycles and use hashtag #MotoMusic to tell us your favourite Triumph exhaust-note.

Also, mention your city & tag moto-lovers and music-buffs like you. *TnC Apply

#TriumphGroovesAtRMF #RMF2018

#MOTOMUSIC

TELL US WHICH TRIUMPH MOTORCYCLE IS MUSIC TO YOUR EARS?

10 LUCKY MOTO-LOVERS & MUSIC-BUFFS FROM DELHI NEW WILL WIN TWO PASSES EACH FOR RIDERS' MUSIC FESTIVAL 2018 DEC 22-23 NEW DELHI

3 LUCKY WINNERS FROM REST OF INDIA WILL WIN OFFICIAL TRIUMPH MERCHANDISE

PARTICIPATE NOW!

TO PARTICIPATE, LIKE US, USE HASHTAG #MOTOMUSIC & MENTION YOUR FAVOURITE TRIUMPH EXHAUST-NOTE ALONGWITH YOUR CITY



Riders Music Festival
Published by Manas Tripathy [?] · 20 December 2018 ·

Here's the schedule for #RMFindia See you all! Get your tickets now for the most happening festival in town. <http://bit.ly/RMFindia18>

Day 1: December 22, #Saturday
The Yellow Diary, Mame Khan + Burudu, Raja Kumari, Lucky Ali.

Day 2: December 23, #Sunday
BB Ki Vines, Shirley Setia, DIVINE (Gully Gang), Nucleya.



BWW Review: NUCLEYA AND LUCKY ALI CREATE MAGIC AT Riders Music Festival

by Zohren Maqsood · Jan 3, 2019

What is being promoted as India's biggest biking music festival received a warm response in cold Delhi during the Christmas weekend.

The precincts of Jawahar Lal Nehru Stadium in Delhi came alive with the music that ranged from folk to contemporary.

There were groups that managed to strike a chord with every age group. So if Nucleya's gig was most sought after by the millennials, the generation X enjoyed Lucky Ali's husky voice and the time all of India hummed collectively to the tune of O Sanam once again seemed to be resurrected.

As a new generation of music lovers also tilts towards revival of folk music and the whole looking inward movement for inspiration, Mame Khan's folk renditions were bound to create magic. Spread over the days, the festival saw an attendance of about 20,000 music and biking enthusiasts according to the organizers.

What caught the attention of many looking ahead for holistic musical experiences such as these in the country that there was many experience zones at the venue to give it a feeling of a festival spread over days. There were flea markets, gaming arena as well as adventure zones for audiences to chill in between performances. More than 16 different artists performed at the festival that lasted two days. Food trucks and food stalls gave



Triumph to offer exciting deals at Riders Music Festival 2018


22 December 2018, 05:57 PM · Janak Sorap

50 per cent discount on apparel and merchandise

Online contest to win free passes

Chance to win an all-expense-paid trip to the UK

Triumph Motorcycles India has announced its participation at the Riders Music festival 2018. The event will be held on 22 and 23 December at Jawaharlal Nehru Stadium in Delhi. Triumph India, a regular participant at the event, will be offering



Riders Music Festival with Scrambler Ducati.
Published by Manas Tripathy [?] · Paid partnership ·

The Land Of Joy is coming to #RMFindia and here's your chance to check it out! Comment below with the name of your favourite motorcycle from the Scrambler Ducati range and use an emoji to describe it. If we like your answer, 2 winners stand to win 2 passes to the Riders Music Festival at JLN Stadium, New Delhi.

Contest ends today at midnight and the most creative answers win so get going!

#DucatiIndia #ScramblerDucati *Winners can collect their passes from the entry gate of the venue, after producing their valid photo id.



SOCIAL MEDIA OUTREACH

EVENT COVERAGE

Influencers went for a food crawl during the event and covered their respective stalls. All influencers used the RED FM and RMF hashtags

INFLUENCERS:

Delhi Food Project
Bewitching escapades
Vasu_Pinkz
Travellersfoodboxx
Goldengirl_Sonalika
IndiaSnaps
Foodandtravel
Anamika_Priyadarshini
i Vridhi Dhamija
Fragavaganza
Bahya Vyas
Mallaicia
FashionbyRuda
Delhidelites,
Afoodiecookie
Ayushimehta2
Dillifoodies
FashionVoyage
Salonisays that etc.



MORNING RIDES

-Invite key media for a breakfast ride to have an exclusive experience with the bikers group

INFLUENCERS:

Travellersfoodboxx- Exclusive ride with women
Fravaganza- Super bikes ride
Bikers360- Super bikes ride
Bikers for good- Super bikes ride





PRESENTED BY
KAMLA PASAND

DRIVEN BY
ISUZU AUV FEST 2.0

POWERED BY
RED CHIEF SHOES

ASSOCIATE PARTNER: ZEE5
SUPERBIKE PARTNER: SCRAMBLER DUCATI
DIGITAL STORAGE PARTNER: Western Digital.
CELEBRATION PARTNER: IT'S Miller TIME.in
HOUSING PARTNER: LIC HFL
ASSOCIATE PARTNER: MAX
HEALTH INSURANCE PARTNER: HDFC BANK
FRAGRANCE PARTNER: ENGAGE ON
ASSOCIATE PARTNER: IIFL
MOTOR INSURANCE PARTNER: IFCO-TOKIO

MANUFACTURING PARTNER: TRIUMPH, MOTOROLA, BMW Motorrad, KTM
DISPLAY PARTNER: Audi South
TYRE PARTNER: PIRELLI

ACCOMMODATION PARTNER: Radisson
CATERING PARTNER: USTRAA
SPONSORSHIP PARTNER: Liwheely
DIGITAL LIFESTYLE PARTNER: MOMEXPI
TRANSPORT PARTNER: xBhp
DIGITAL OUTREACH PARTNER: aigwale, canva
GUESTPLAY PARTNER: PVR
MULTI-MEDIA PARTNER: OVERDRIVE
LIFESTYLE PARTNER: ARTIST
ATTENTION PARTNER: Goli POWER



SPONSOR POSTS

SPONSOR POSTS for RIDERS MUSIC FESTIVAL 2018, DEC 22-23, GATE NO.2, JLN STADIUM.

PRESENTING SPONSOR: **KAMLA PASAND**

DRIVEN BY: **ISUZU AUV FEST 2.0**

POWERED BY: **RED CHIEF**

SPONSOR CATEGORIES:

- SUPERBIKE PARTNER: **SCRAMBLER DUCATI**
- DIGITAL STORAGE PARTNER: **Western Digital.**
- ASSOCIATE PARTNER: **ENGAGE ON**
- FRAGRANCE PARTNER: **ENGAGE ON**
- CELEBRATION PARTNER: **IT'S Miller TIME.in**
- ASSOCIATE PARTNER: **IIFL**
- HOUSING PARTNER: **LIC HFL**
- HEALTH INSURANCE PARTNER: **MAX**
- ASSOCIATE PARTNER: **ZEE5**
- MOTOR INSURANCE PARTNER: **IFCO-TOKIO**



FACEBOOK COVER AND EVENT BANNER



NEWSPAPER ADS

KAMLA PRASAD
RIDERS MUSIC FESTIVAL
2 STAGES
16+ ARTISTS
STUNT SHOWCASE
FT. ARAS
A Property of
RED BOWS
PHOENIX LIVE
DEC 22-23
GATE NO.2, JLN STADIUM
GATES OPEN 12PM

DAY 1
THE YELLOW DIARY 5:00 PM
MAME KHAN • BURUDU 6:10 PM
RAJA KUMARI 7:30 PM
LUCKY ALI 8:30 PM

DAY 2
BHUVAN BAM 5:00 PM
SHIRLEY SETIA 6:10 PM
DIVINE 7:30 PM
NUCLEYA 8:30 PM

BIKE SHOWCASE
GRUB ARENA

SPONSORS: ZEE5, SCRAMBLER, Western Digital, Miller, LUCHFL, MAN, HDFC BANK, ENGAGEON, TRUMPH, MOTOROLA, BMW Motorrad, KTM, USTRA, Under Armour, POC, etc.

GET YOUR TICKETS NOW! [book my show](#)

KAMLA PRASAD
RIDERS MUSIC FESTIVAL
2 STAGES
16+ ARTISTS
STUNT SHOWCASE
FT. ARAS
A Property of
RED BOWS
PHOENIX LIVE
DEC 22-23
GATE NO.2, JLN STADIUM
GATES OPEN 12PM

NUCLEYA
MAME KHAN • BURUDU
RAJA KUMARI

LUCKY ALI
DIVINE
SHIRLEY SETIA
BHUVAN BAM

BIKE SHOWCASE • **GRUB ARENA**
FLEA MARKET • **STUNT ARENA**

GET YOUR TICKETS NOW! [book my show](#)

KAMLA PRASAD
RIDERS MUSIC FESTIVAL
2 STAGES
16+ ARTISTS
STUNT SHOWCASE
FT. ARAS
EUROPEAN STUNT CHAMPION
A Property of
RED BOWS
PHOENIX LIVE
DEC 22-23
GATE NO.2, JLN STADIUM
GATES OPEN 12PM

LUCKY ALI
NUCLEYA

DAY 1 THE YELLOW DIARY • MAME KHAN FT. BURUDU • RAJA KUMARI • LUCKY ALI
DAY 2 BHUVAN BAM • SHIRLEY SETIA • DIVINE • NUCLEYA

FLEA MARKET **BIKE SHOWCASE** **GRUB ARENA**
GET YOUR TICKETS NOW! STARTING @ 1000/- [book my show](#) **30+ FOOD STALLS**

SPONSORS: ZEE5, SCRAMBLER, Western Digital, Miller, LUCHFL, MAN, HDFC BANK, ENGAGEON, TRUMPH, MOTOROLA, BMW Motorrad, KTM, USTRA, Under Armour, POC, etc.

KAMLA PRASAD
RIDERS MUSIC FESTIVAL
2 STAGES
16+ ARTISTS
STUNT SHOWCASE
FT. ARAS
A Property of
RED BOWS
PHOENIX LIVE
DEC 22-23
GATE NO.2, JLN STADIUM
GATES OPEN 12PM

NUCLEYA
DIVINE
SHIRLEY SETIA
BHUVAN BAM

LUCKY ALI
MAME KHAN
FT. BURUDU
RAJA KUMARI

STUNT ARENA
FLEA MARKET
GRUB ARENA
BIKE SHOWCASE

FT. EUROPEAN STUNT CHAMPION ARAS

Tickets available on [book my show](#)

KAMLA PRASAD
RIDERS MUSIC FESTIVAL
2 STAGES
16+ ARTISTS
STUNT SHOWCASE
FT. ARAS
A Property of
RED BOWS
PHOENIX LIVE
DEC 22-23
GATE NO.2, JLN STADIUM
GATES OPEN 12PM

NUCLEYA
MAME KHAN • BURUDU
RAJA KUMARI

LUCKY ALI
DIVINE
SHIRLEY SETIA
BHUVAN BAM

BIKE SHOWCASE • **GRUB ARENA**
FLEA MARKET • **STUNT ARENA**

GET YOUR TICKETS NOW! [book my show](#)



**10 BREAKFAST RIDES
1 SUNDOWNER**

20,000+ PEOPLE

**2 DAYS
STUNT ARENA
GRUB ARENA**

**2 STAGES
16+ ARTISTS**

RMF BREAKFAST RIDES



RMF BREAKFAST RIDES

TOTAL NUMBER OF RIDES 9

RIDERS MUSIC FESTIVAL

A PROPERTY OF PHOENIX LIVE RED RACES

STARTING POINT: BPCL PREM SERVICE STATION, MOOLCHAND FLYOVER, ANDREWS CANAL, NEW DELHI

REVISED BY ROYAL MAVERICKS

CATCH UP WITH **RJ ROCKY** AT RMF BREAKFAST RIDE

28TH OCT SUNDAY 6:30AM

CONTACT: +91 9873252378 / +91 9810732395

RIDERS MUSIC FESTIVAL 2018

A PROPERTY OF PHOENIX LIVE RED RACES

STARTING POINT: BPCL PREM SERVICE STATION, MOOLCHAND FLYOVER, ANDREWS CANAL, NEW DELHI

CATCH UP WITH **RJ ROCKY** AT RMF BREAKFAST RIDE

11TH NOV SUNDAY 6:30AM

CONTACT: +91 9873252378 / +91 9810732395

RIDERS MUSIC FESTIVAL 2018

A PROPERTY OF PHOENIX LIVE RED RACES

STARTING POINT: SANYI'S FILLING STATION, PETROL PUMP AT, SIGNATURE TOWER BLDG

REVISED BY Lufthansa Motorrad

CATCH UP WITH **RJ SACHIN** AT RMF BREAKFAST RIDE

18TH NOV SUNDAY 6:30AM

CONTACT: +91 9873252378 / +91 9810732395

RIDERS MUSIC FESTIVAL 22&23 DEC 2018

A PROPERTY OF PHOENIX LIVE RED RACES

STARTING POINT: RED FORT HARLEY DAVIDSON, MAYAPUR

REVISED BY HOG

CATCH UP WITH **RJ ROCKY** AT RMF BREAKFAST RIDE

25TH NOV SUNDAY 6:30AM

CONTACT: +91 9873252378 / +91 9810732395

RIDERS MUSIC FESTIVAL 22&23 DEC 2018

A PROPERTY OF PHOENIX LIVE RED RACES

STARTING POINT: BPCL PREM SERVICE STATION, MOOLCHAND FLYOVER, ANDREWS CANAL, NEW DELHI

CATCH UP WITH **RJ SWATI** AT RMF BREAKFAST RIDE

2ND DEC SUNDAY 6:30AM

CONTACT: +91 9873252378 / +91 9810732395

RIDERS MUSIC FESTIVAL

A PROPERTY OF PHOENIX LIVE RED RACES

STARTING POINT: BPCL PREM SERVICE STATION, MOOLCHAND FLYOVER, ANDREWS CANAL, NEW DELHI

CATCH UP WITH **RJ HEENA** AT RMF BREAKFAST RIDE

9TH DEC SUNDAY 6:30AM

CONTACT: +91 9873252378 / +91 9810732395

RIDERS MUSIC FESTIVAL

A PROPERTY OF PHOENIX LIVE RED RACES

STARTING POINT: XHP CHABA, QUTUB INSTITUTIONAL AREA

REVISED BY Bhp

CATCH UP WITH **RJ ROCKY** AT RMF BREAKFAST RIDE

16TH DEC SUNDAY 6:30AM

CONTACT: +91 9873252378 / +91 9810732395

RIDERS MUSIC FESTIVAL

A PROPERTY OF PHOENIX LIVE RED RACES

STARTING POINT: BPCL PREM SERVICE STATION, MOOLCHAND

CATCH UP WITH **RJ ASHISH** AT RMF BREAKFAST RIDE

16TH DEC SUNDAY 6:30AM

CONTACT: +91 9873252378 / +91 9810732395

RIDERS MUSIC FESTIVAL

A PROPERTY OF PHOENIX LIVE RED RACES

STARTING POINT: KTM SHOWROOMS, AMBIENCE MALL, GURGAON

CATCH UP WITH **RJ SACHIN** AT RMF BREAKFAST RIDE

16TH DEC SUNDAY 7:30AM

CONTACT: +91 9873252378 / +91 9810732395



SUNDOWNER

E- Invite, Social media post, on site branding and event capture for sundowner



RIDERS MUSIC FESTIVAL ARTIST LINEUP



DAY 1// DEC 22 HEADLINER
: LUCKY ALI



KAMLA PRASAD
RIDERS MUSIC FESTIVAL
 A PROPERTY OF **RED PHOENIX LIVE**

2 STAGES
16+ ARTISTS

DEC 22
 GATE NO. 2, JLN STADIUM

SCHEDULE
DAY 1
MAIN STAGE

MAME KHAN-BURUDU
 6:10-7:15

LUCKY ALI
 8:30-10:00

THE YELLOW DIARY
 5:00-6:00

RAJA KUMARI
 7:30-8:15

TICKETS AVAILABLE ON
book my show

GATES OPEN 12PM



DAY 2 // DEC 23 HEADLINER : NUCLEYA



KRATLA PRASAD
#RIDERS
MUSIC
FESTIVAL

2 STAGES
16+ ARTISTS

DEC 23
GATE NO.2, JLN STADIUM

SCHEDULE
DAY2
MAIN STAGE

8:30-10:00
NUCLEYA

6:10-7:15
SHIRLEY SETIA

7:30-8:15
DIVINE

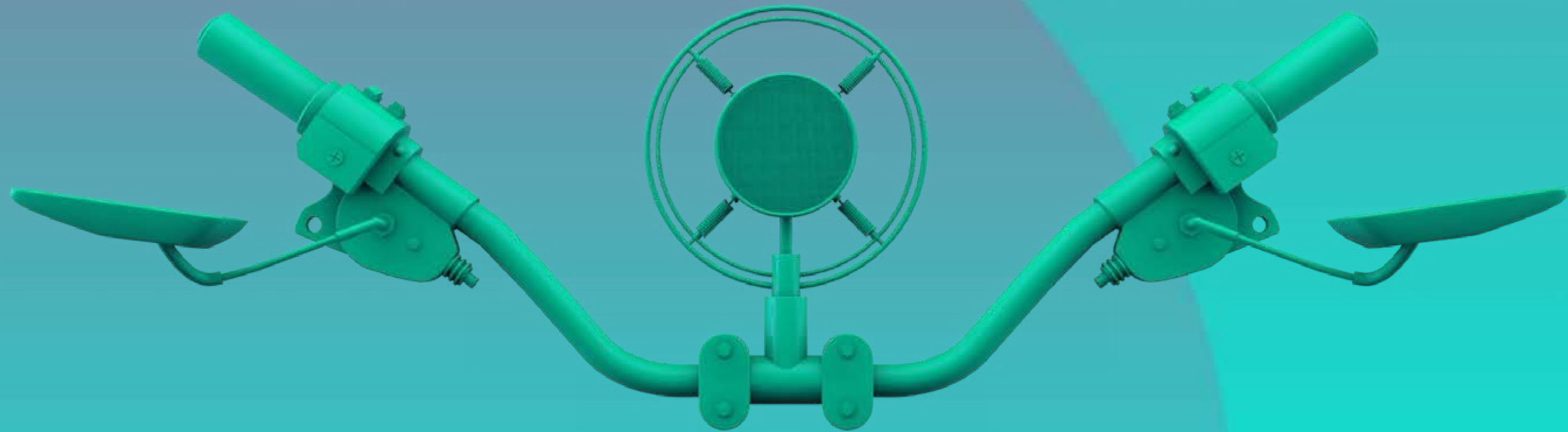
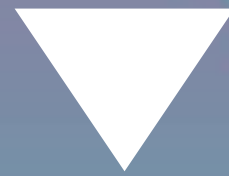
5:00-6:00
BHUVAN BAM

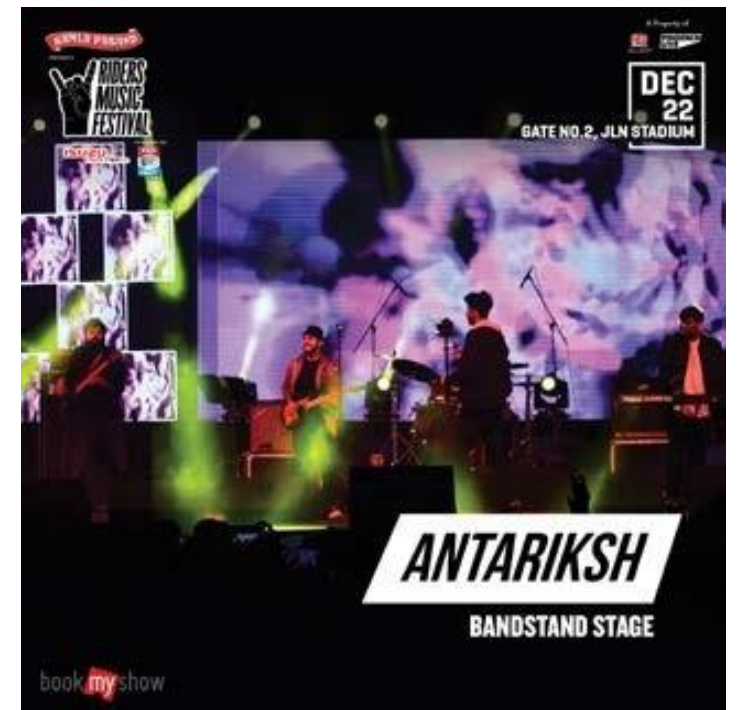
TICKETS AVAILABLE ON
book my show

GATES OPEN
12PM

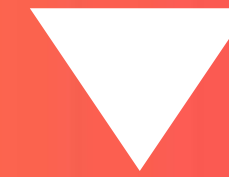


BANDSTAND STAGE

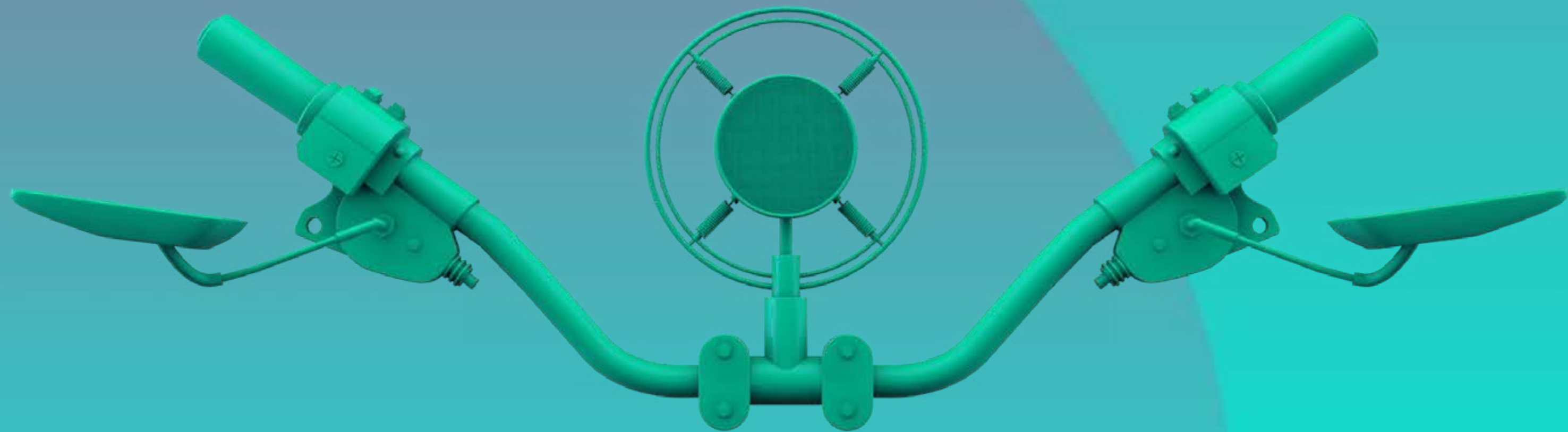
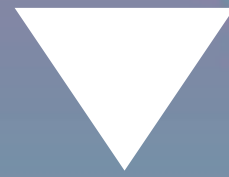




FACEBOOK STALL



SPONSORS AT RMF





**DEC
22-23**
GATE NO.2, JLN STADIUM

THANK YOU FOR BEING A PART OF RIDERS MUSIC FESTIVAL

PRESENTED BY



DRIVEN BY



POWERED BY



ASSOCIATE PARTNER



SUPERSIZE PARTNER



DIGITAL STORAGE PARTNER



CELEBRATION PARTNER



HOUSING PARTNER



ASSOCIATE PARTNER



HEALTH INSURANCE PARTNER



BANKING PARTNER



PRASINCE PARTNER



ASSOCIATE PARTNER



MOTOR INSURANCE PARTNER



MAIN MOTORBIKE PARTNER



MAIN 22 PARTNER



TIFF PARTNER



HOSPITALITY PARTNER



CREATING PARTNER



MERCHANDISE PARTNER



DIGITAL LIFESTYLE PARTNER



COMMUNITY PARTNER



DIGITAL OUTREACH PARTNER



MULTIPLY PARTNER



WASTE MANAGEMENT PARTNER



AUTO MAGAZINE PARTNER



AUTO ART PARTNER



ACCELERATION PARTNER



KAMLA PASAND



ISUZU AUV FEST 2.0



Western Digital.

TRIUMPH 


POWER IS NOTHING WITHOUT CONTROL



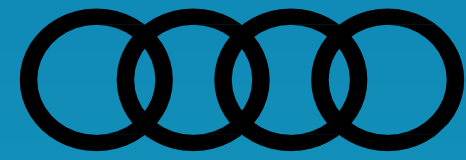
SCRAMBLER
DUCATI



BMW Motorrad



Audi
Delhi South



Liwheely™
FOR THE RIDER WITHIN



Kawasaki



Castrol
POWER1





xBhp



ROYAL ENFIELD



UBOARD



Liwheely™

FOR THE RIDER WITHIN™





©Akarshan Sapra



©Akarshan Sapra





Space for a million smiles





USTRAA
GROOMING FOR MEN



The Butt Ballot

LET'S RYDE
RIDES FOR EVERYONE
www.letsryde.in





©Akarshan Sapra



BAR

The bar was set up by our partner Miller and Jameson. The area was one of the most buzzing at the festival. People were spotted having an amazing time at the bar, drinking and chatting.

IT'S
Miller
TIME .in





TOTAL NUMBER OF BARS : 3



JAMESON®



TASTEFULLY IRISH
MUSIC CD's



©Akarshan Sapra





CUSTOM BIKES DISPLAY



MEDIA VALUE



RADIO - 2.5 CRORE

DIGITAL - (BMS+ RED FM +RMF +ARTISTS+PARTNER

SOCIALS) 1.5 CRORE

PRINT - 25 LAKhS

TV - 20 LAKhS

OUTDOOR - 15 LAKhS

TOTAL - 4.6 CRORE



FESTIVAL ExPERIENCE





STUNT ARENA ExPERIENCE
WITH
EUROPEAN STUNT ChAMPION

◀ ARAS ▶





STUNT ZONE

Burnouts and wheelies gave the festival it's dose of drama. The attendees were awe struck by the stunts performed and had everyone on their toes at all times.



GRUB ARENA ▶





◀ 30 + STALLS ▶



HAPPY FACES





FUN VIBES



RMF HIGHLIGHTS 2018

- 20,000+ People over 2 days
- 2 stages
- 19 artists
- Bhuvan Bam's first ever live performance
- Nucleya's first show of the season in new delhi
- increase in number of participating brands
- 2x footfall +revenue vs last year
- participation of all major biking groups in Delhi/ncr
- separate bike parking at the festival
- 3 experiential bars
- european stunt champion showcase
- premium experience to the attendees
- games & art installations
- 30+ food stalls
- larger than life production
- seating areas
- interacting zones +merchandise stalls
- happy & safe environment for the attendees

A large, dense crowd of people is gathered at night for a music festival. Many people are holding up their phones to take pictures or videos. In the background, there are stage structures, including a tall metal tower and various tents, illuminated by stage lights. The overall atmosphere is vibrant and energetic.

RIDERS MUSIC FESTIVAL
Sneak peak into the two day extravaganza!
<https://youtu.be/RMBgaFPzCgE>

A large, dense crowd of people is gathered at night for an event. Many individuals are holding up their smartphones to capture photos or videos. In the background, there are stage structures, including a prominent orange frame, and various banners. A crane arm is visible on the right side of the frame. The scene is illuminated by stage lights, creating a vibrant atmosphere.

THANK YOU