



7 LAKES FEST

ANNUAL FESTIVAL OF
IIM CALCUTTA

BUSINESS | CULTURE | SPORTS

Theme of 2026

जंशेन-ए-कलकत्ता





ABOUT IIM CALCUTTA



Established in 1961, the Indian Institute of Management Calcutta is the first and oldest of the IIMs and a pioneer of management education in India. Set on a **135-acre campus** amidst lakes and greenery in Joka, Kolkata, the institute is a **Triple Accredited institution** holding AACSB, AMBA and EQUIS/EFMD accreditation placing it among a select group of global business schools.

जंशेन-ए-कलकत्ता

ABOUT 7 LAKES FEST



7 Lakes Fest is IIM Calcutta's flagship annual festival, a **3-day celebration** of talent, intellect, and creativity, built on a legacy of over 30 years. It merges the excellence of Intaglio (the business summit), and the 7 Lakes Fest (Cultural Fest) into one integrated experience, drawing participants from **150+** premier institutions across **60+** events spanning business, arts, music, dance, theatre, sports and literature.

The **2026** edition of 7 Lakes Fest runs from **20–22 November**. Since its inaugural edition, the festival has drawn **20,000+** virtual participants, reached **3 million** people digitally, and generated over **1 million** impressions across its promotional cycle, giving every partner a substantial, integrated national footprint across three distinct audiences in a single association.

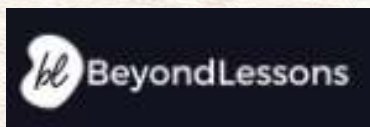
Past performers and speakers associated with the festival's cultural and business programming have included Ankit Tiwari, comedian Gaurav Kapoor, and in earlier editions: Amit Trivedi, Appurv Gupta, Nucleya, Indian Ocean, and Kunal Kamra.



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WHY PARTNER WITH 7 LAKES FEST



INSTITUTIONAL CREDIBILITY & NETWORK

Partner with India's oldest IIM and get direct access to a strong network of students, faculty, alumni and corporate leaders.



MASSIVE VISIBILITY & REACH

A three-day national media moment with 3M+ digital reach, print, TV and outdoor presence across the country.



TALENT ACCESS & EMPLOYER BRANDING

Engage with India's top B-school talent through events, case competitions and access to the participant CV database.



LIVE PROJECTS & BUSINESS VALUE

Work with a cohort of our students on live projects, consulting assignments or business cases that solve real challenges and deliver actionable insights.



CSR & ESG ALIGNMENT

Align with meaningful community initiatives and create a positive impact with strong documentation for your CSR and ESG reporting.



ONE PARTNERSHIP, THREE AUDIENCES

Reach three distinct audiences - business & corporate minded, culturally engaged and fitness & sports enthusiasts - through a single partnership.

One Partnership. Infinite Possibilities.



20,000+
Participants



3M+
Digital Reach



60+
Events



30+
Years Legacy



150+
Institutions

MORE THAN VISIBILITY. IT'S A STRATEGIC ADVANTAGE.



STRATEGIC NETWORKING

We facilitate warm introductions to fellow sponsors, alumni and companies in our extended network - helping you build relationships that go beyond the festival.



360° BRAND VISIBILITY

From campus branding and event integrations to social media, website, newsletters and on-ground activations your brand is seen, heard and remembered.



CONTENT & STORYTELLING

Leverage high-quality content, video features and social media storytelling to amplify your brand before, during and after the festival.



DATA & INSIGHTS

Gain access to post-event analytics, audience demographics and engagement insights to measure impact and inform your marketing strategies.



LONG - TERM ASSOCIATION

Our partnership doesn't end with the festival. Stay associated through year-round engagement, brand recall and future collaboration opportunities.



CATEGORY EXCLUSIVITY

Be the only brand in your category at your sponsorship level and enjoy standout association across all festival properties.



BE PART OF SOMETHING ICONIC
Inspire. Engage. Impact.



Signature Opportunities

01

Temporal Branding of Lakes

Naming rights to the festival's iconic lakes



- Temporarily rename one or more of IIM Calcutta's iconic lakes as "[Brand] Lake", with **signage, standees, and lakeside branding**.
- The lakes are the **heart of campus** and the festival's **most photographed, highest-recall** branding space.
- Receive **official drone footage, reels, and walkthroughs** featuring the branded lake for your own marketing.
- Available for a **single lake, multiple lakes**, or exclusive rights to **all seven lakes**, creating a lasting association with **7 Lakes Fest**.

02

The 7LF Content Studio

Turn festival moments into lasting brand content



- Commission professional **brand films, social reels, interviews, and highlight videos** produced by IIM Calcutta's in-house team.
- Content is captured across **all three festival days** with festival-quality production.
- Tailor assets for **recruitment, product showcases, leadership interviews, or CSR storytelling**, delivered channel-ready.



BRANDING AVENUES

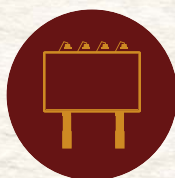
Elevate Your Brand. Engage Thousands.

OUR BRANDING OPPORTUNITIES



VENUE BRANDING

High visibility across prime campus locations



OUTDOOR BRANDING

Standees, walkways & experience zones



STAGE BRANDING

Maximum impact during performances & events



DIGITAL PROMOTION

Reach, engage & connect online audiences



PRINT MEDIA

Newspaper inserts, event guides, brochures, etc



SPONSOR INTEGRATIONS

Customized partner integrations

WHY IT MATTERS



50+

Brand Touchpoints



10,000+

Student Interactions



3

Days of Festival

01

VENUE BRANDING

Prime Campus Locations. Maximum Visibility.



- ✓ High Visibility Locations
- ✓ Prime Footfall Areas
- ✓ Continuous Brand Exposure

02

OUTDOOR BRANDING & PRINT MEDIA

Be Present. Be Remembered.



STANDEES

High impact visibility
across the venue

WALKWAY BRANDING

Guide, engage and
influence

EXPERIENCE ZONES

Associate your brand
with experiences

PRINT MEDIA

Connect beyond
the campus

03

BARRICADES & HOARDINGS

Big Spaces. Bigger Impressions.



- 🎯 Repeated Impressions
- 👥 Massive Footfall Engagement
- 📍 High Impact Zones



Meet Bros



Appurv Gupta



Kunal Kamra



Amit Trivedi



Nucleya



Past Artists

Sachin-Jigar



Gaurav Kapoor



Ankit Tiwari



STALL FORMATS & COMMERCIALS

Flexible participation across categories



20–22 November 2026 | 3-Day Festival | IIM Calcutta



10 × 10 ft

₹35,000

Ideal for compact food counters, pop-up retail, sampling and student engagement.

Depth fixed: 10 ft



10 × 15 ft

₹50,000

Ideal for larger counters, immersive activations, higher throughput setups and stronger brand frontage.



Includes additional branding opportunities across campus

Depth fixed: 10 ft

Best suited for



Food Counters



Pop-up Retail



Product Sampling



FMCG



Wearables / Merch



Customisations available on request



Gazebo-style layouts planned for this year

Let's create impact together

*Alternative commercial structures, including revenue-share models, may be explored depending on category and activation requirements.

*All visuals are representative. Final setup specifications and branding details will be mutually agreed.

LAST YEAR'S STALL GLIMPSES

A look at the stall zone at 7 Lakes Fest

Real stalls. Real footfall. Real engagement.



Food counters



Branded pop-ups



Stall street



Evening footfall

WHAT WE PROVIDE



Stall space allocation



Electricity connection



1 table



2 chairs



Basic lighting support



Setup coordination support



Branding/customisation on request

Additional requirements may be discussed based on brand category and activation needs.

THIS YEAR'S FEST STREET

A more curated stall experience is in the works



◆ 20-22 November 2026 | 3-Day Festival | IIM Calcutta ◆

Building on last year's strong response, 7LF is evolving the stall zone with upgraded gazebo-style structures, refreshed aesthetics and greater scope for custom branding.



WHAT MAKES IT SPECIAL



Gazebo-style structures



Cleaner frontage & visual uniformity



Custom branding possibilities



Designed for discovery, dwell time and delight



Last year at 7LF



Stalls, stories, connections



A campus that comes alive



Food Counters

Experiential Pop-ups

Retail Booths

Launch Zones

Representative concept visual — final execution subject to feasibility and mutual scope.

7 Lakes Fest 2026 | Jashn-E-Kolkata | 20-22 November 2026



CONTACT US

Meet The Partnership Team



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Let's create impact together

