



**patrika**  
राजस्थान पत्रिका | पत्रिका

# **Edu** *patrika* **fest**

An International Education & Career Fair 2 0 2 5

**20TH EDITION**



## Date and Venue

- Date : 16, 17 and 18 May 2025
- Venue : Rajasthan International Centre, Jhalana, **Jaipur**



**20TH EDITION**

## Key Differentiating Factors of Edufest 2025

- Up-class venue
- Biggest exhibition of Rajasthan in Education Segment
- 19 Past Successful Events
- Footfall of Students and parents
- Visits of Students from city and upcountry
- Engagement and Interactive Sessions
- Big Scale Setup and Arrangements



## OUR STRENGTH

- Iconic Brand.
- Strong emotional bond with the readers for 70 years.
- Massive readership of quality conscious readers.
- Audience engagement beyond print-Digital, Radio, Outdoor, Satellite TV and Activation.
- 360 degree Integrated solutions
- Massive Consumer Connect Events and Activations.



## Your TG\_Our Readers

- Education Fair is expected to receive a footfall of 2000+Students as visitors which can further be segregated as per below:  
Gender- Male, Female
- **Age-** Primary 14-20- Secondary 24 -40
- **Sociographic-** Youth accompanied with parents  
**Household Income-** Sec A+, A, B, C & D
- **Geographic Region(s)-** Pan Rajasthan



# First Choice in Education Category

Last year Education Peak Season April to NOV

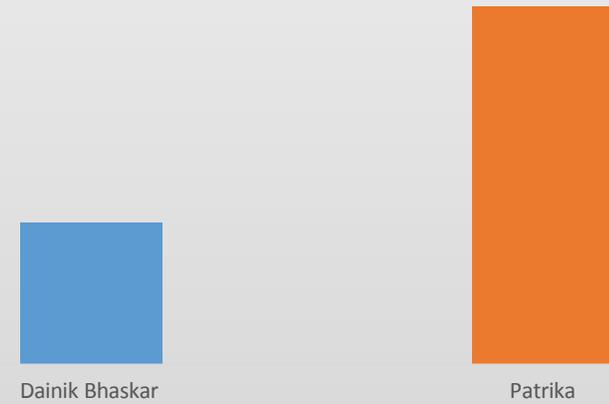
Source: Adex (April 2022- November 2024)

### State-wise Ad Vol



Education Brands are advertising in huge volumes in Our Markets- RajMPCG. It is noteworthy, we are still a quarter away from 2024 but brands have already surpassed their last year ad spent.

### Publication-wise Ad Vol



Patrika has emerged as the top choice for brands to advertise in Our Markets- RajMPCG..

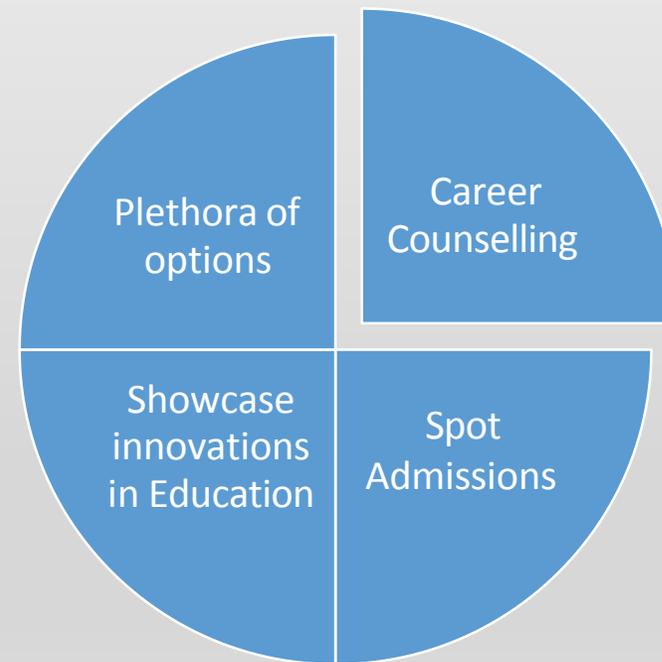


## B2c Platform Featuring: The Exhibitors

- ✓ International & Indian Universities
- ✓ International Education Councils
- ✓ International Schools
- ✓ Business Schools
- ✓ Vocational & Professional Education Institutes
- ✓ Executive and Entrepreneurial Education Institutes
- ✓ Recruitment Consultants
- ✓ IT Training Providers
- ✓ Coaching Institutes
- ✓ E-learning and Distance Learning Specialists
- ✓ Education Portals & Online Courses
- ✓ Student Finance Services – Education loans provider
- ✓ Visa Information Services
- ✓ International Travel Services

## Engagement Activities

To empower the show and assure footfalls brand is endorsed through promotional events providing abundant scope to exhibitors as well.



## Multimedia Promotion Plan

Print  
Advertisement  
Rajasthan  
Patrika Jaipur.

FM  
Advertisement  
95FM Tadka at  
Jaipur city

OOH Campaign  
Strategic  
Locations  
across Jaipur  
City

Digital  
Promotion  
Web Banners  
on  
patrika.com,  
E-mailers

Social Media  
Facebook,  
Twitter,  
whatsapp, SMS

POP & POS  
Flyers, display  
of Posters at  
POC



# PRINT Ads and Editorial Coverage of Last years Expo

राजस्थान पत्रिका



**राजस्थान का सबसे बड़ा  
एजुकेशन फेयर**

**GYAN VIHAR UNIVERSITY PRESENTS**

**Edufest 19<sup>th</sup>**  
An International Education & Career Fair 2024 EDITION

जहाँ एजुकेशन और करियर से जुड़ा कोई भी विषय अछूता नहीं रहेगा और स्टूडेंट्स को मिलेगी करियर कॉउंसलिंग और एडमिशन से सम्बंधित सभी सवालों के जवाब।

POWERED BY **VGU** CAREER EXPERT **NIMS UNIVERSITY RAJASTHAN, JAIPUR**

**17 18 19** VT Road, Mansarovar, Jaipur  
**MAY 2024**

Co Sponsor: BIYANI GROUP OF COLLEGES, BIT, GLOBAL INSTITUTE OF TECHNOLOGY, JECRC UNIVERSITY, NAAC A++, VIT BHOPAL

Associate Sponsor: JAIPUR NATIONAL UNIVERSITY, POORNIMA GROUP

Knowledge Partner: The Institute of Chartered Accountants of India, CA

Career Expert: NIMS UNIVERSITY

**KEY PARTNERS**

AMITY UNIVERSITY	ARYA Group of Colleges	ICFAT UNIVERSITY	K. J. SOMAIYA UNIVERSITY	Maharishi Arvind University
MIT-ADT UNIVERSITY	MIT-ADT GROUP OF INSTITUTIONS	Moly University	Parul University	PODDAR GROUP OF INSTITUTIONS
SRM Institute of Science and Technology	SRM Institute of Science and Technology	SRM Institute of Science and Technology	SYMBIOSIS	UEM UNIVERSITY
University of Technology	VISIONIAS	Dairy Partner: पंचसखा	Voice of edulist: ताका	Outdoor partner: Planet

अधिक जानकारी के लिए संपर्क करें: +91 99280 15903, +91 9772201211

राजस्थान पत्रिका



**राजस्थान का सबसे बड़ा  
एजुकेशन फेयर**

**GYAN VIHAR UNIVERSITY PRESENTS**

**Edufest 19<sup>th</sup>**  
An International Education & Career Fair 2024 EDITION

जहाँ एजुकेशन और करियर से जुड़ा कोई भी विषय अछूता नहीं रहेगा और स्टूडेंट्स को मिलेगी करियर कॉउंसलिंग और एडमिशन से सम्बंधित सभी सवालों के जवाब।

POWERED BY **VGU** CAREER EXPERT **NIMS UNIVERSITY RAJASTHAN, JAIPUR**

**18 19** VT ROAD MANSAROVAR, JAIPUR  
**MAY 2024**  
TIME: 11 AM TO 8 PM

Co-Sponsor: BIYANI GROUP OF COLLEGES, BIT, GLOBAL INSTITUTE OF TECHNOLOGY, JECRC UNIVERSITY, NAAC A++, VIT BHOPAL

Associate Sponsor: ANAND EDUCATIONAL COLLEGE OF ENGINEERING, JAIPUR NATIONAL UNIVERSITY, POORNIMA GROUP

Education Partner: Jagannath University

Knowledge Partner: The Institute of Chartered Accountants of India, CA

**KEY PARTNERS**

AMITY UNIVERSITY	ARYA Group of Colleges	ICFAT UNIVERSITY	K. J. SOMAIYA UNIVERSITY	Maharishi Arvind University
MIT-ADT UNIVERSITY	MIT-ADT GROUP OF INSTITUTIONS	Moly University	Parul University	PODDAR GROUP OF INSTITUTIONS
SRM Institute of Science and Technology	SRM Institute of Science and Technology	SRM Institute of Science and Technology	SYMBIOSIS	UEM UNIVERSITY
University of Technology	VISIONIAS	Dairy Partner: पंचसखा	Voice of edulist: ताका	Outdoor partner: Planet

अधिक जानकारी के लिए संपर्क करें: +91 99280 15903, +91 9772201211





# Snapshots of Last years Expo



# LAYOUT PLAN - JAIPUR



Let's Discuss



**patrika**

राजस्थान पत्रिका | पत्रिका