



SEVENTH AVENUE EVENTZ

Company Profile



EVENT | PROMOTION | BRANDING | DIGITAL | CONFERENCE | EXPO



LARGE SCALE EVENT



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ABOUT

SEVENTH AVENUE EVENTZ

We're a marketing and event agency that blends creativity, media, innovation, and technology to empower brands and businesses in crafting impactful experiences and achieve a strong return on investment.



15 Years of Excellence...

- Concept Curation
 - Creating Brand & User Experiences
 - Event & Campaign Execution
 - Innovation & Technology
 - Brand Activations
 - ROI Driven Campaigns
 - Project Management
- 

INCEPTION THE CHIEF



SHRI ASUTOSH PANDA
Founder & Managing Director

FOUNDERS MESSAGE

"A campaign can only be successful only when we truly value its emotions, purpose, audience, mind-set & outcome."

MISSION & VISION- TO ACHIEVE EXCELLENCE IN CREATING BRAND EXPERIENCES



Our Ventures



OUR JOURNEY FROM THE START...



IDEA OF HAVING SEVENTH AVENUE

Shri Asutosh Panda (Founder & MD) has an enormous experience of more than 17+ years in Event & Marketing Field, he has a dream to transform an asymmetrical industry into a symmetrical one..

2008

FOUNDATION OF SEVENTH AVENUE

A Company was formed to manage Event, Branding & Promotion for Corporate Companies with a proper structure of delivery.

2017

A PRIVATE LIMITED COMPANY

In 2017, the proprietorship company was transformed in to a Private Limited Company with a new vision of creating experiences for Govt., PSU & Corporate Companies.

LOGO EVOLUTION



OLD



NEW

WHAT WE DO



EVENT

GOVERNMENT, CORPORATE, CELEBRITY, SPORTS, SOCIAL



BRAND ACTIVATION

BRANDING, PROMOTIONS & BTL



FESTIVAL

DISTRICT, CULTURAL, MAHOTSAVA



DIGITAL

MARKETING, CAMPAIGNS & SMO, LEAD GENERATION,
GOOGLE ADWORDS



PROJECT MANAGEMENT

CONCEPTUALIZATION, PLANNING, EXECUTION & MONITORING



EXPO

EXHIBITION & STALLS



EVENT — GOVERNMENT & PSU

FEW RECENT PROJECTS



FISHERIES & ANIMAL RESOURCES DEVELOPMENT DEPARTMENT MATSYA-PRANEE SAMAVESH ODISHA-2024 (MPSO-2024)



EVENT INFO-

Matsya Pranee Samavesh Odisha-2024, (**MPSO-2024**) was organized by the Department of Fisheries and Animal Resource Development(**FARD**), from 16th to 18th February 2024 at Janta Maidan. Above 6000 leadfarmers, entrepreneurs, and WSHG members participated in 12 knowledge sessions on fisheries, ARD, and agriculture Sector. We (Team Seventh Avenue) had successfully curated, executed and managed the complete event along with the accommodation, transportation & catering services for the invited farmers. Over 15 thousand visitors attended the three-day event.

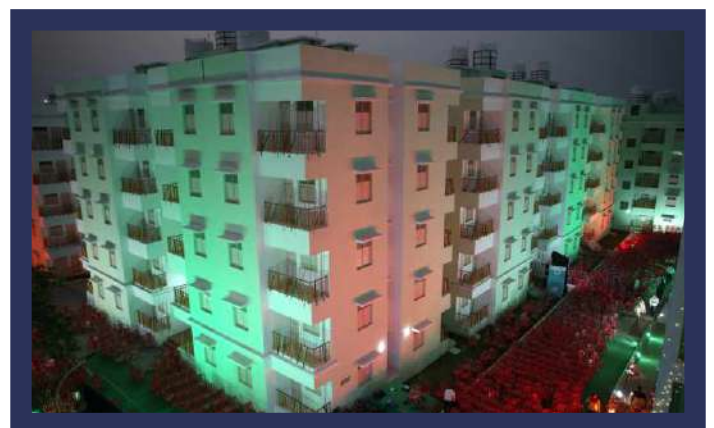
BHUBANESWAR MUNICIPAL CORPORATION INAUGURATION OF LINGARAJ LEPROSY COLONY



EVENT INFO-

Under the supervision of the Bhubaneswar Municipal Corporation, the inauguration of leprosy colony took place. The event was graced by the Honorable Chief Minister, Shri Naveen Pattnaik, where the colony was officially opened and house keys were distributed. Complete event was designed and managed by us.

BHUBANESWAR DEVELOPMENT AUTHORITY INAUGURATION OF NILAMADHAB NIWAS



EVENT INFO-

Hon'ble Chief Minister Naveen Patnaik inaugurated Nilamadhab Niwas, an affordable housing project for "slum dwellers" in the capital city. The project has been developed under the Odisha Government's 'Housing for All' policy. Handing over the keys of the houses to the beneficiaries at the project site near Care Hospital. We have designed and executed the complete event.

STARTUP ODISHA (O-Hub) **STARTUP UTSAVV**



EVENT INFO-

Startup Odisha, celebrated the grand event **STARTUP UTSAVV 2024**, which was dedicated to recognizing and celebrating the state's spirit of innovation and entrepreneurship, spanning two days at O-Hub in Bhubaneswar. we have conceptualized, planned & executed the event.

SPECIAL DEVELOPMENT COUNCIL STATE LEVEL JANAJATI SANSKRUTIK KRIDA MOHATSAV - 2024



EVENT INFO-

The State Level Janjati Sanskritik Krida Mahotsav, organized by the Special Development Council, attracted over 5,000+ gathering. Shri Pradeep Majhi, Advisor of the Special Development Council(SDC) graced the occasion as the chief guest for this two-day cultural festival held in Nabarangpur. We have planned, executed and managed the complete event.

STARTUP ODISHA (O-Hub) STARTUP YATRA & XPRESS



EVENT INFO-

Startup Yatra and Express is a venture led by Startup Odisha aimed at fostering student engagement and cultivating the startup ecosystem. This initiative involves 4 tableau van campaign across 30 districts, facilitating startup pitches from students of various colleges and schools. The goal is to gather 3500+ ideas and nurture successful startups within the Odisha ecosystem. We have planned, executed and managed the complete event in 60 days of time span.

STATE LEVEL BANKERS' COMMITTEE (SLBC) CREDIT OUTREACH PROGRAM



EVENT INFO-

The Credit Outreach Program, orchestrated by State Level Bankers' Committee (SLBC), witnessed the distribution of outreach cheques to eligible beneficiaries by Union Minister Shri Dharmendra Pradhan and Hon'ble Minister of State for Finance, Shri. Pankaj Chaudhary. This one-day event took place in Dhenkanal, Odisha. We have managed and executed this complete event.

KHORDHA COLLECTORATE

AMA ODISHA NABIN ODISHA (AONO- 9 BLOCK)



EVENT INFO-

We successfully managed and executed the Ama Odisha Nabin Odisha (AONO) Event in Khordha District, featuring a series of event across 9 blocks on the same day. The event aimed to promote development of the primary schools, religious, community based projects, Mission Shakti Gruha, and miscellaneous including digital transformation projects for the welfare of the people of Odisha.

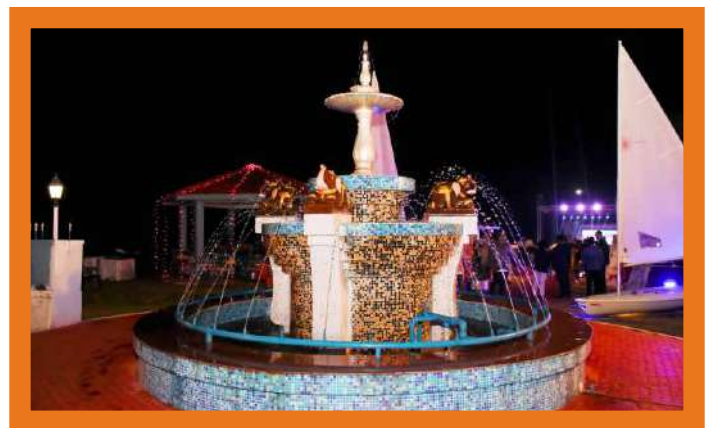
5T FRAMEWORK (HYBRID EVENT) 5T SCHOOL TRANSFORMATION IN KENDRAPADA



EVENT INFO-

A dedication ceremony for school transformation was held in Kendrapada as part of the 5T scheme. The event was virtually attended by the Honorable Chief Minister, Shri Naveen Patnaik, and 5T Secretary, Shri V K Pandian, while the Kendrapada collector attended in person. Similar ceremonies were also carried out in various other districts. Our team was in charge of managing and executing the entire event.

INS CHILIKA PASSING OUT & OP TRIDENT NITE



EVENT INFO-

The Passing Out and OP Trident Nite, hosted by INS Chilika, commemorated the Indian Navy with an annual celebration. This event attracts individuals from various defense backgrounds and features entertainment activities followed by a gala dinner. We have designed, managed and executed the complete event.

5T FRAMEWORK (HYBRID EVENT) 5T SCHOOL TRANSFORMATION IN MANCHESWAR



EVENT INFO-

A dedication ceremony for school transformation was held in Khordha (Mancheswar) as part of the 5T scheme. The event was virtually attended by the Honorable Chief Minister, Shri Naveen Patnaik, and 5T Secretary, Shri V K Pandian, while the Honorable Cabinet Minister Shri Ashok Chandra Panda attended in person. Similar ceremonies were also carried out in various other districts. Our team was in charge of managing and executing the entire event.

IPICOL(GROUNDBREAKING CEREMONY) INAUGURATION OF INDUSTRIAL PROJECTS AT KHORDHA



Our Honorable Chief Minister Naveen Patnaik laid foundation stones and inaugurated multiple industrial units in Khordha. The CM officially opened the new Food Park established by IDCO Odisha in Khordha and initiated the groundwork for a new industrial park in Kalibeti. The entire event was expertly managed by the Seventh Avenue team.

ODISHA POLICE (UNDER VARIOUS BANKS) CYBER CRIME AWARENESS CAMPAIGN 2023



EVENT INFO-

The Odisha Police organized a cybercrime awareness campaign, spanning across 30 districts of Odisha. Through this initiative, awareness was raised about cybercrime and methods to prevent falling victim to fraudulent activities associated with it. We have managed and executed this 9 district event for banks like Canara Bank, PNB, ICICI Bank etc.

ODISHA TOURISM ECO RETREAT - SONAPUR SUBLET



EVENT INFO-

Eco Retreat Sonapur is a venture undertaken by Odisha Tourism. Our responsibilities encompass the entire establishment process, including design, subcontracting, and management for the last 2 years.

G20'S 2ND CULTURE WORKING GROUP THE CRAFT IDIOM' EXHIBITION AT KALA BHOOMI



EVENT INFO-

The 2nd Cultural Working Group of the G20 organized a craft idol exhibition at Kalabhoomi. Our team was responsible for managing the decorations, inauguration, and hosting a gala dinner at the Mayfair Hotel. The event was inaugurated by the Honorable Chief Minister, Shri Naveen Pattnaik and Shri G. Kishan Reddy, Minister of State for Culture and Parliamentary Affairs. We have designed and managed the complete event.

ODISHA MILLETS MISSION INAUGURATION OF MILLET SHAKTI CAFÉ



EVENT INFO-

The Millet Shakti Cafe (Under Odisha Millets Mission) was inaugurated by our honorable Chief Minister, Shri Naveen Patnaik, inside the Odisha State Secretariat. Our team managed and executed the entire event.

KENDRAPADA COLLECOTARATE BHITARKANIKA MAHOTSAV 2023



EVENT INFO-

The Bhitarkanika Mahotsav, organized by the Kendrapada Collectorate, was designed to promote tourism in Bhitarkanika. The festival showcased performances by Bollywood celebrities including Abhijit Sawant, Sharib & Toshi, and drew an audience of over 30,000 people. We were in charge of the complete event setup, which included design, crowd control, stall management, as well as guest and artist coordination, and hospitality services.

ODISHA SKILLED DEVELOPMENT AUTHORITY PATHA PRANTA UTSAV 2023 SUBLET



EVENT INFO-

The Patha Pranta Utsav -2023, hosted by the Odisha Skill Development Authority at Madhusudan road, involved our team managing the early morning rally, decorations, crowd control, and security arrangements. The event was graced by Shri Pritiranjana Gharai, Minister of Rural Development, Skill Development & Technical Education in the Government of Odisha, and Shri Subroto Bagchi, Chairman of the Odisha Skill Development Authority.

ODISHA UNIVERSITY OF TECHNOLOGY & RESEARCH (OUTR) **XTASY - 2023**



EVENT INFO-

XTASY-2023, an annual event of the Odisha University of Technology and Research (OUTR), witnessed the involvement of Seventh Avenue in artist management, setup, design, and Crowd Management. A total of 5,000 students gathered for this event, with Bollywood singer Ankit Tiwari being the main highlight.

JAJPUR COLLECTORATE PALLISHREE MELA, SANGAM & KRUSHI MELA



EVENT INFO-

Team Seventh Avenue played a role in managing the entire setup, guest coordination, and design and décor for the Pallishree Mela Sangam and Krushi Mela at Jajpur Sangam.

ALL INDIA RAILWAY MENS FEDERATION 98TH ANNUAL CONVENTION OF AIRF



EVENT INFO-

The 98th Annual Convention of AIRF was organised over two days in Puri. With a turnout exceeding 20,000 individuals, Team Seventh Avenue managed accommodations, dining, logistics, organizing the largest rally, setting up the venue, coordinating with celebrities, and overseeing entertainment.

DEPARTMENT OF INDUSTRIES, GOVT. OF ODISHA INDUSTRY INTERACTION WITH VIETNAM DELEGATION



EVENT INFO-

An Industry Interaction session took place at Welcomhotel by ITC Hotels, Bhubaneswar, where a delegation of 22 members from Vinh Long Province, Vietnam, visited Odisha to assess business and investment prospects. The Vietnamese officials engaged in productive discussions with representatives from the Odisha government regarding potential future collaborations. We have designed, executed and managed the complete event.

DEPARTMENT OF AGRICULTURE & FARMERS EMPOWERMENT **KRUSHI ODISHA 2023** SUBLET



EVENT INFO-

The Department of Agriculture & Farmers Empowerment, Govt of Odisha, hosted 'KRUSHI ODISHA 2023', a three-day event at Baramunda Biju Pattnaik Playground, inaugurated by the Honorable Chief Minister Shri Naveen Patnaik. With a daily footfall of over 10 thousand visitors, Team Seventh Avenue was responsible for setup, guest management, and cultural coordination. This event was conducted in collaboration with FICCI.

DEPARTMENT OF TOURISM, ODISHA
KONARK FESTIVAL 2022



EVENT INFO-

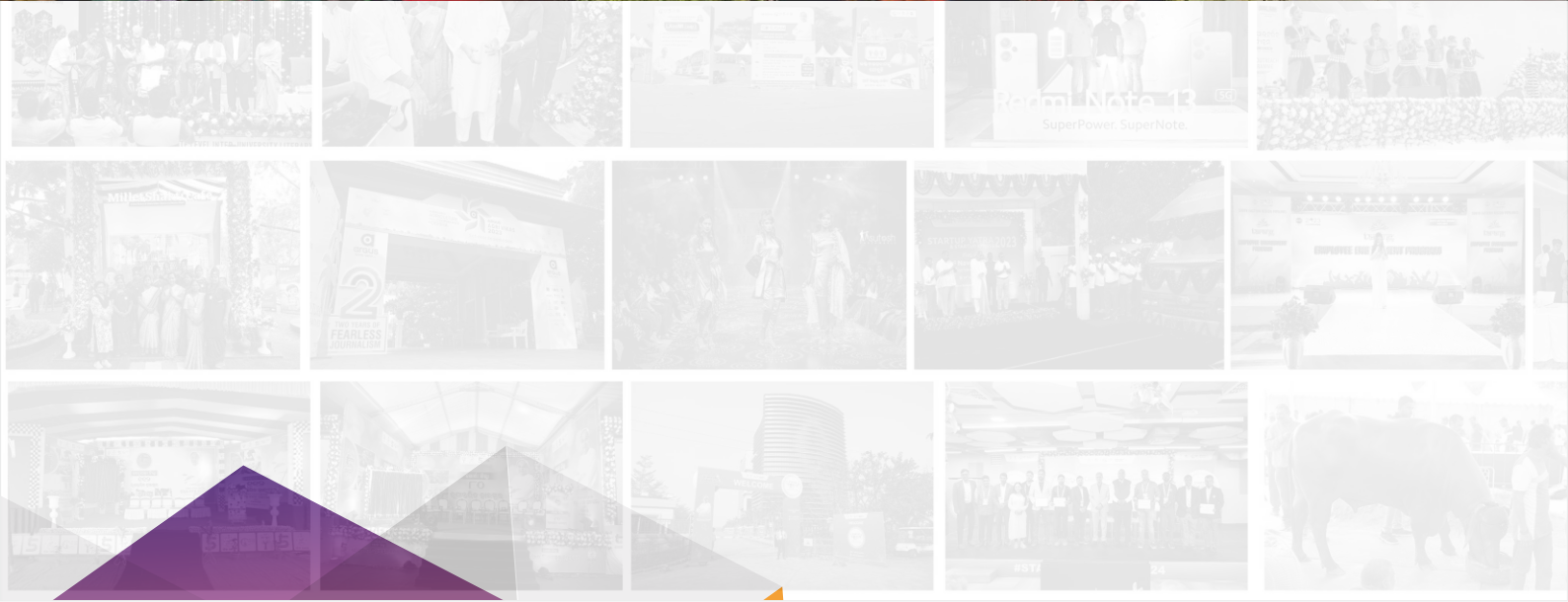
The Konark Festival, a renowned event hosted by the Department of Tourism, Odisha, takes place over five days from 1st December to 5th December in Konark. Team Seventh Avenue has been responsible for the entire setup, artist management, decor, and coordinating with celebrities for this event for three consecutive years, from 2020 to 2022.



EVENT

CORPORATE & FESTIVALS

FEW RECENT PROJECTS



IT ASSOCIATION OF ODISHA INFORMATION TECHNOLOGY EXPO 2023



EVENT INFO-

IT-EXPO 2023, a four-day event held at Janta Maidan Bhubaneswar, was meticulously planned and executed by the Information Technology Association of Odisha (ITAO). This event featured IT-related sessions, exhibitions, experience zones, and cultural programs, attracting over 10 thousand visitors daily. Team Seventh Avenue successfully conceptualized, managed stall and secretariate and coordinated the entire event

HINDALCO (ADITYA BIRLA GROUP) SAFETY CONCLAVE 2024



EVENT INFO-

The 9th Hindalco Annual Safety Conclave took place at Hirakud during the 53rd National Safety Week-2024. This gathering convened industry leaders to share and deliberate on cutting-edge safety strategies, emphasizing a unified goal of enhancing safety standards across various sectors. We have designed, managed and executed the complete event.

JK TYRE DISTRIBUTOR MEET



EVENT INFO-

JK Tyres organized a Distributors Meet for all its distributors at Mayfair Hotel Puri. This two-day event was expertly managed by Team Seventh Avenue, which handled hospitality, transportation, ticket bookings, accommodation, event organization, and sightseeing arrangements for over 60 delegates.

CII INDIAN WOMEN NETWORK IWN SHAKTI SAMMAN



EVENT INFO-

The 2nd edition of IWN-Shakti Samman 2023, hosted by CII Indian Women Network (IWN), took place at Welcome by ITC Hotel, Bhubaneswar. This prestigious award aimed to recognize outstanding women professionals across different sectors. The event was graced by the presence of Energy Minister Shri Pratap Keshari Deb and Hockey India President Shri Dilip Tirkey as the Chief Guests. We are proud to be the event partner of this event.

ARGUS NEWS ARGUS AGRI VIKASH



EVENT INFO-

The Argus Agri Vikas Conclave, held at Mayfair, was meticulously designed and executed by Team Seventh Avenue, under the direction of Argus News.

XIAOMI

REDMI 13 LAUNCH AT BHUBANESWAR



EVENT INFO-

The launch event for REDMI Note 13 5G Series took place at Vivanta Bhubaneswar. Team Seventh Avenue was responsible for the design, management, and execution of the entire event.

TP WESTERN ODISHA DISTRIBUTION LIMITED ULLAS 2023



EVENT INFO-

ULLAS 2023, an exhilarating annual family event hosted by TPWODL, attracted over 5000 employees who attended cultural programs, meetings, and social activities to foster camaraderie. Team Seventh Avenue was responsible for the design, execution, stall & registration management and overall management of the event.

ODISHA ORTHOPAEDIC ASSOCIATION OOACON 2024



EVENT INFO-

The State-level medical conference for the Odisha Orthopaedic Association (OOACON) 2024 took place at the Sum Auditorium and Convention. This three-day event featured scientific sessions, exhibitions, and cultural events. We have designed, managed and executed the complete event.

IOCL

6TH PETROCHEMICAL OPERATIONS OFFICERS MEET



EVENT INFO-

The 6th Petrochemical Operations Officers Meet hosted by IOCL at Gopalpur Mayfair was organized and managed by Team Seventh Avenue. The event included designing the conference setup, coordinating meetings, and arranging motivational engagements and various other activities.

PRIDE WORLD SCHOOL LAUNCHING OF PRIDE WORLD PLAYWAY



EVENT INFO-

The inauguration of Pride World Playway, Odisha's first experiential learning preschool in Phulnakhara, was themed around a carnival. Team Seventh Avenue took charge of designing, managing, and executing the entire event.

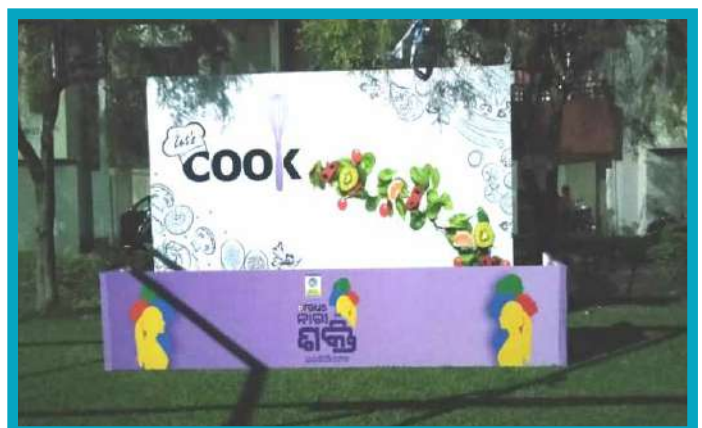
INDIAN ASSOCIATION OF MEDICAL MICROBIOLOGISTS MICROCON



EVENT INFO-

Microcon is a national-level conference organized by the Indian Association of Medical Microbiologists, spanning three days at KIIT Bhubaneswar. Team Seventh Avenue managed scientific sessions, cultural programs, exhibitions, guest coordination, travel arrangements, and accommodations for the event.

ARGUS NEWS ARGUS NARI SHAKTI



EVENT INFO-

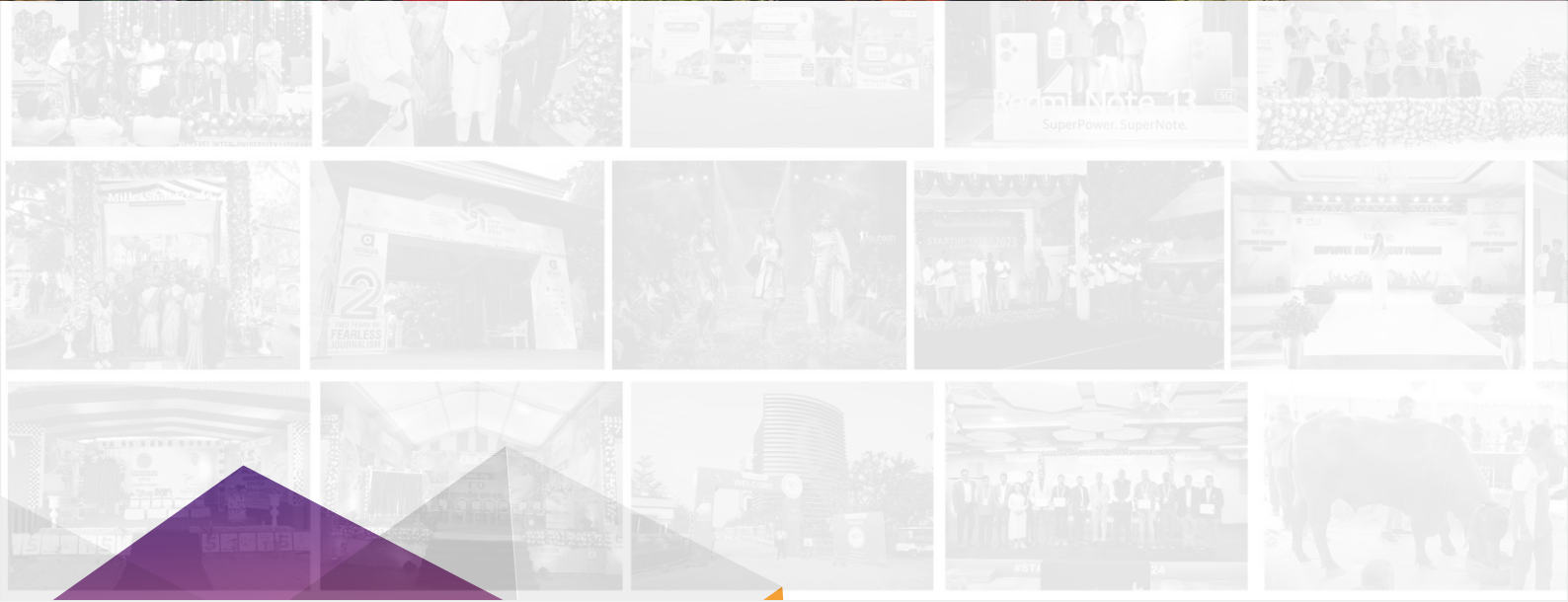
Argus Nari Shakti was a women-oriented program organized by Argus News as part of the Women's Day celebrations. Team Seventh Avenue was responsible for designing and managing the entire event.



EVENT

CELEBRITY

FEW RECENT PROJECTS



CELEBRITY EVENTS



ABHIJEET SAWANT
(Bhitar Kanika Mahotsav at Kendrapara)



SHAARIB- TOSHI
(Bhitar Kanika Mahotsav at Kendrapara)



SIDHARTH MALHOTRA
(Fair & Lovely Event at Hotel HHI)



SHIVKUMAR SHARMA
(Vrindaban Mahotsav at KIIT Auditorium)



BIPASHA BASU
(Matritava Fashion Show at Mayfair)



ANU MALLIK
(Mahashivratri Celebration at Lingaraj Temple)

CELEBRITY EVENTS



ANURADHA PAUDWAL
(Mahashivratri Celebration at Lingaraj Temple)



RITURAJ MOHANTY
(ICICI Bank Event at Chariot Resort, Puri)



LUBUN-TUBUN
(Bhitar Kanika Mahotsav at Kendrapara)



HARIPRASAD CHAURASIA
(Vrindaban Mahotsav at KIIT Auditorium)



SABYASACHI & ARCHITA
(Bhitar Kanika Mahotsav at Kendrapara)



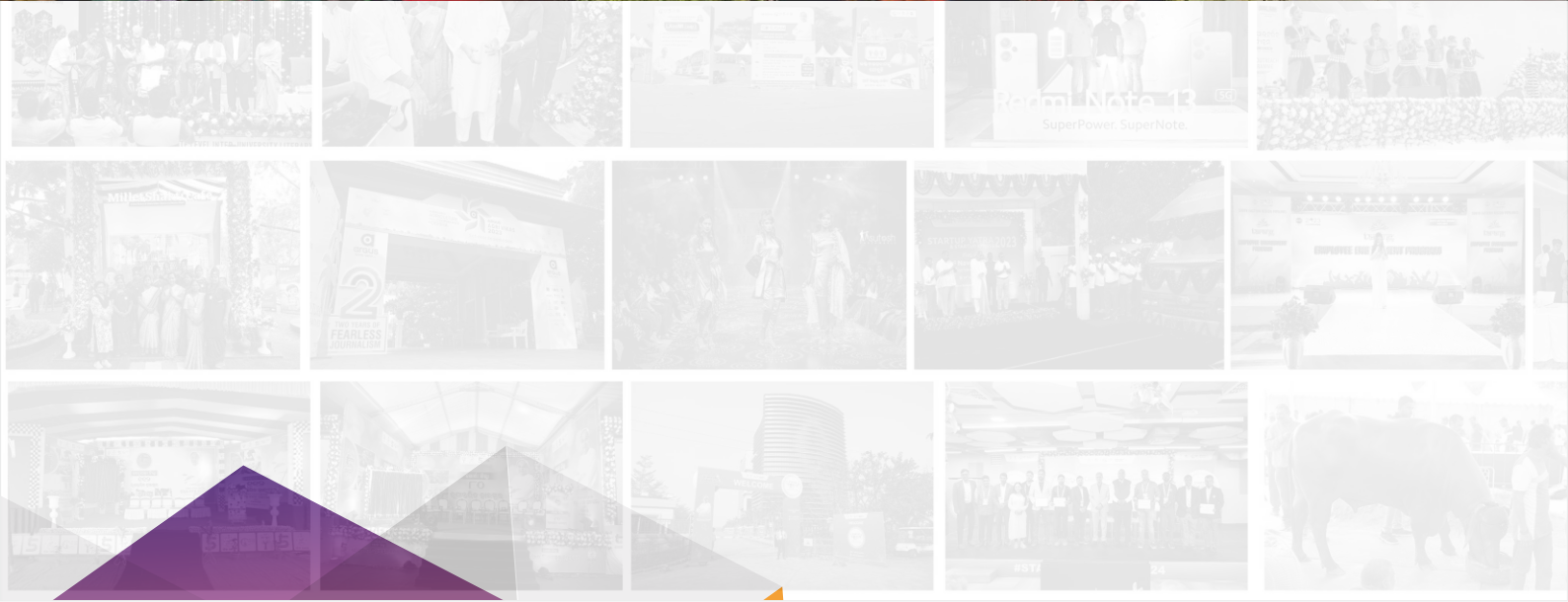
SAMBIT ACHARYA
(GREENATHON at Paradip)



EVENT

INTELLECTUAL PROPERTY

FEW RECENT PROJECTS



FISHERIES & ARD DEPARTMENT MATSYA PRANEE SAMAVESHA ODISHA - 2024



EVENT INFO-

Matsya Pranee Samavesh Odisha-2024 (MPSO-2024) marks the inaugural initiative by the Department of Fisheries and Animal Resource Development (FARD), where the team has orchestrated the entire event, from conception to execution. This involved designing and curating experiences for participants, as well as managing travel and logistics for over 6,000 farmers from 314 blocks of Odisha and more than 500 animals, fish, and birds.

FISHERIES & ANIMAL RECOURSE DEPARTMENT MATSYA PRANEE SAMAVESHA ODISHA - 2024



EVENT INFO-

MPSO 2024, this was the first occasion where accommodations were arranged for 6,000 farmers. The event featured stunning live animal and fishery displays, highlighted by the largest-ever live animal and fishery enclosures, an Interactive Floor, an Integrated Farming village, a Giant Display Cage, an LED tunnel, an AR selfie booth, and VR-guided farming tutorials. The presence of the renowned Super Bull, Yuvraj, from Haryana further enhanced the event's appeal.

TVS EUROGRIP BRUNCH & BIKING (BNB)



EVENT INFO-

The concept of TVS Brunch and Biking was developed by our team in collaboration with TVS Srichakra Limited company. The primary aim was to enhance brand visibility and engage directly with TVS Eurogrip customers. Our team devised a concept to establish a biking community that welcomes riders regardless of their motorcycle brand preference. We organized and facilitated community rides for various causes in six different cities across India, including Bhubaneswar, Pune, Indore, Bengaluru, Chandigarh, among others.

INTELLECTUAL PROPERTY

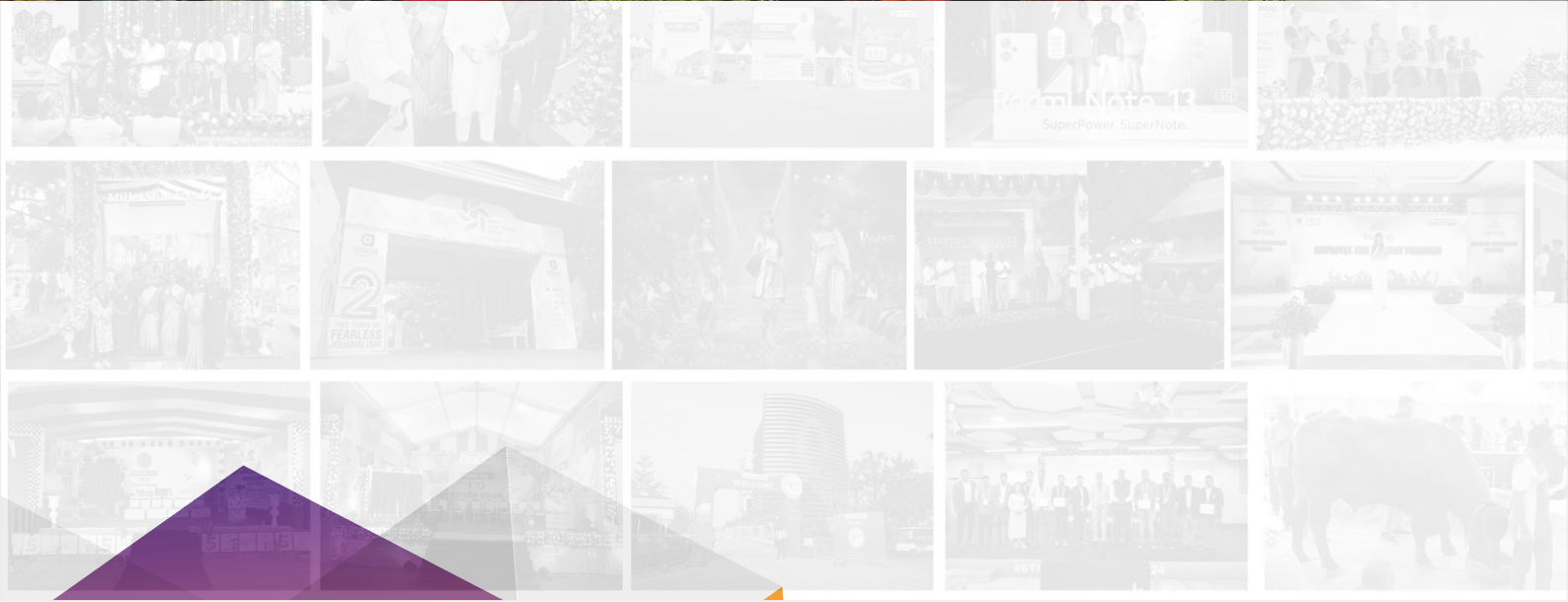
ODISHA HERITAGE AWARD (OHA)



We look forward to honoring people from the diverse, vibrant, and utilitarian art and craft of Odisha ranging from —stonework, silver filigree, woodcraft, appliqué work, brass and bell metal work, dhokra castings, horn work, pattachitra, paper mache, terracotta, tie & dye textile in cotton, tassar and silk to name a few. Along with this, we also aim to provide the right platform & networking opportunities to the award Winners.



EVENT — SPORTS



SPORTS AND YOUTH SERVICES DEPARTMENT
**COMPLETE STADIUM BRANDING AT KALINGA STADIUM,
BHUBANESWAR FOR 22ND ASIAN ATHLETICS CHAMPIONSHIP 2017** SUBLET



SPORTS & YOUTH SERVICES DEPARTMENT

21ST COMMONWEALTH TABLE TENNIS CHAMPIONSHIP 2019 AT INDOOR STADIUM CUTTACK

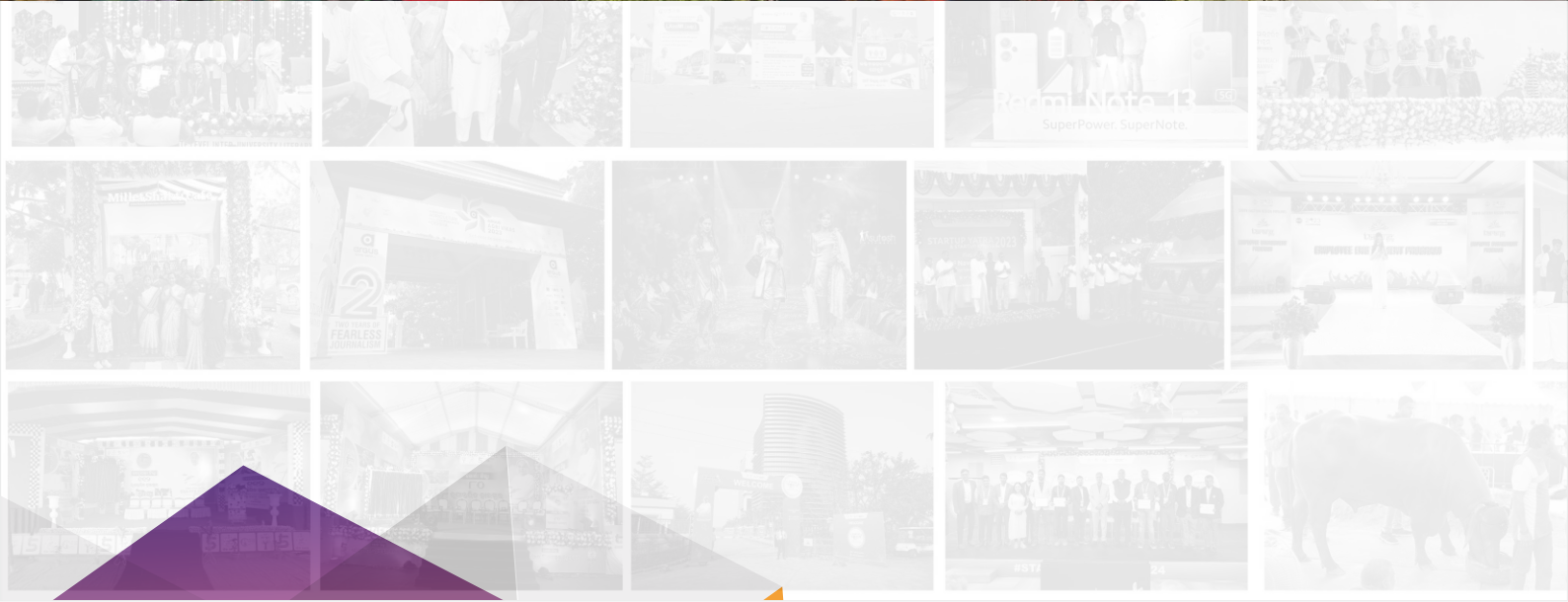




BRAND ACTIVATIONS

BRANDING

FEW RECENT PROJECTS



BRANDING PROJECTS FOR CORPORATE & GOVERNMENT DEPARTMENTS

ALL BRAND PROMOTION RELATED CAMPAIGNS



BRANDING PROJECTS FOR CORPORATE & GOVERNMENT DEPARTMENTS
ALL BRAND PROMOTION RELATED CAMPAIGNS

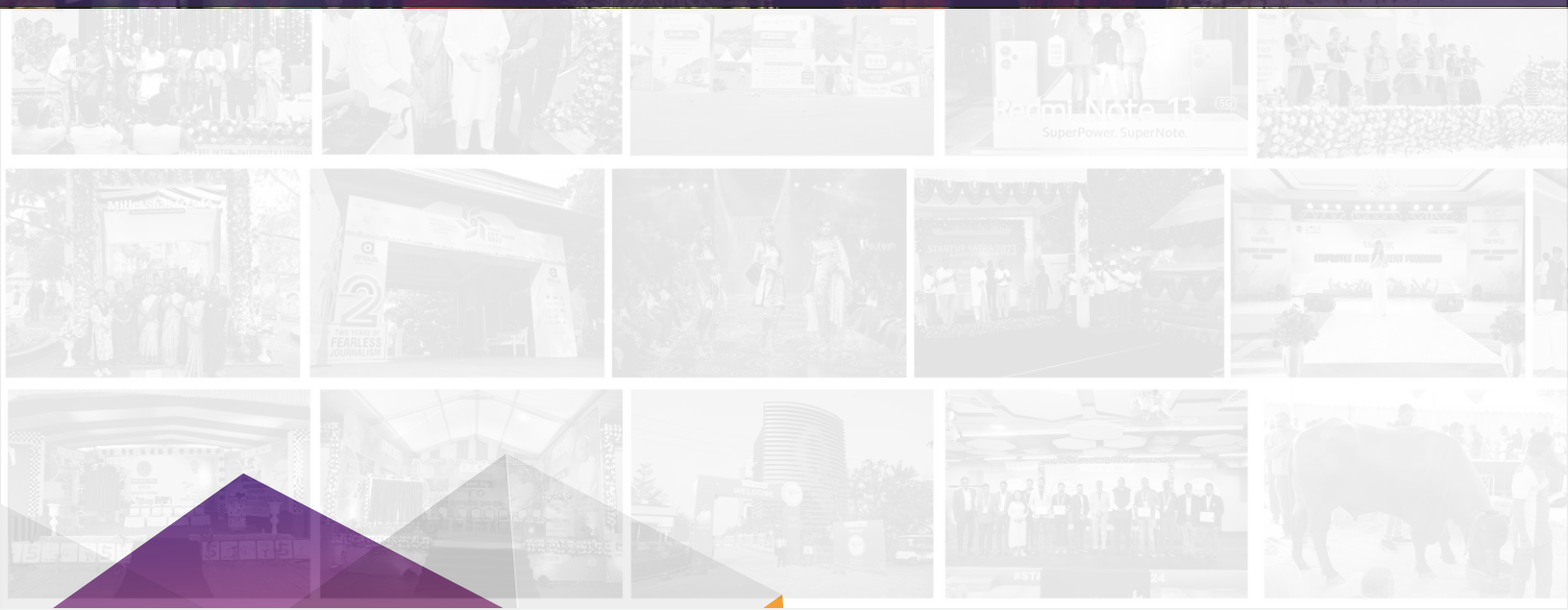




BRAND ACTIVATIONS

STALLS

FEW RECENT PROJECTS



STALL DESIGNING & CONSTRUCT FOR CORPORATE & GOVERNMENT DEPARTMENTS



STALL DESIGNING & CONSTRUCT FOR CORPORATE & GOVERNMENT DEPARTMENTS

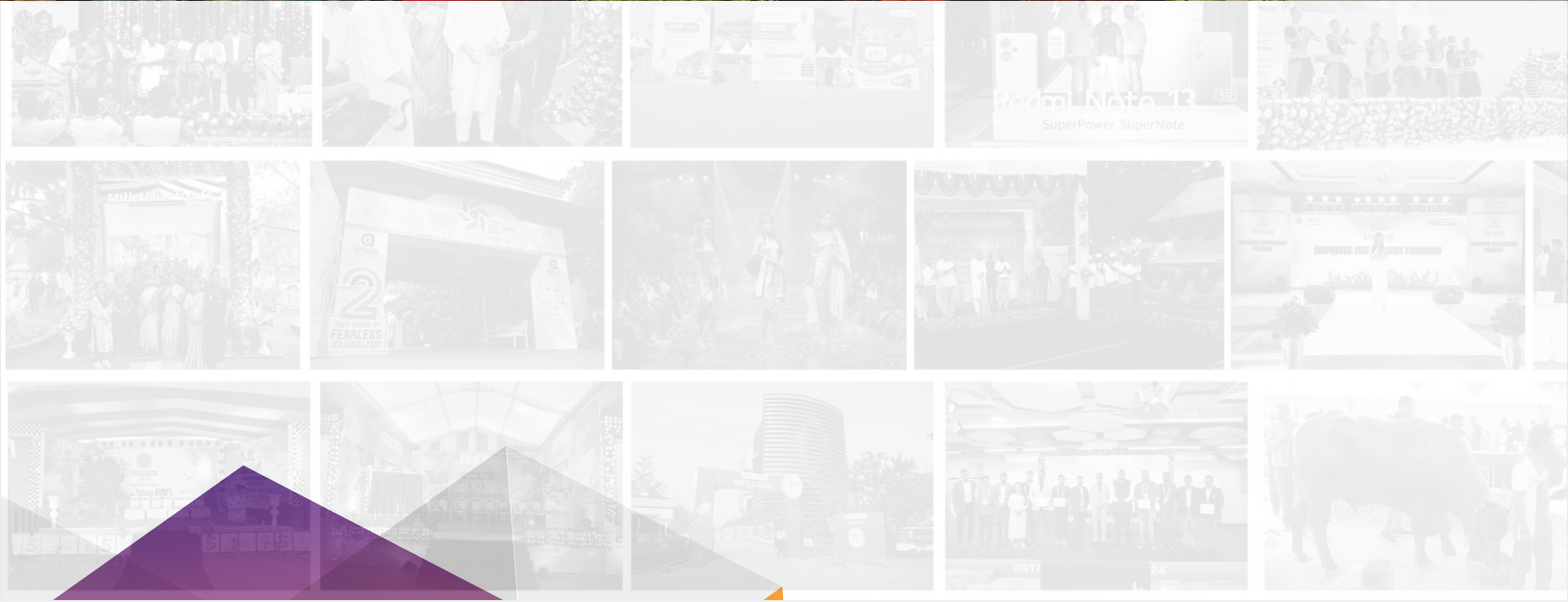




BRAND ACTIVATIONS

PROMOTION

FEW RECENT PROJECTS



PROMOTION CAMPAIGN FOR CORPORATE & GOVERNMENT DEPARTMENTS

ALL BRAND PROMOTION RELATED CAMPAIGNS



PROMOTION CAMPAIGN FOR CORPORATE & GOVERNMENT DEPARTMENTS
ALL BRAND PROMOTION RELATED CAMPAIGNS

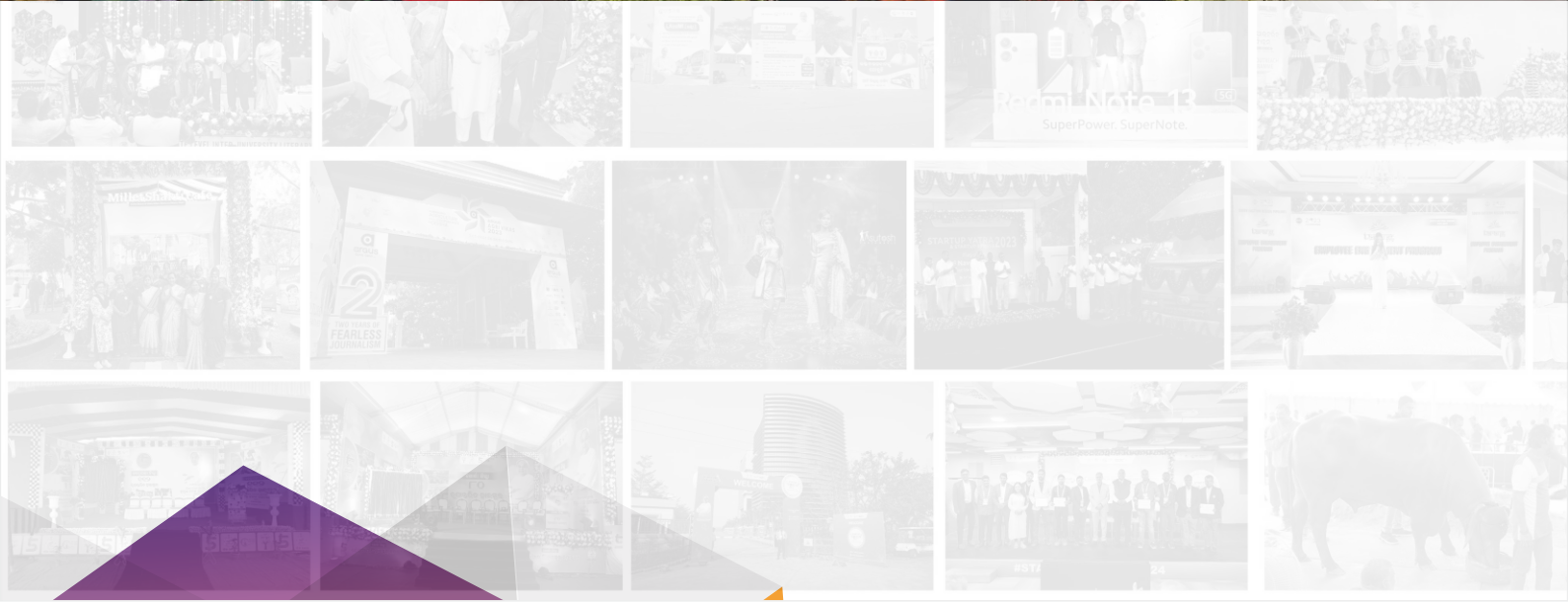


PROMOTION CAMPAIGN FOR CORPORATE & GOVERNMENT DEPARTMENTS
ALL BRAND PROMOTION RELATED CAMPAIGNS





BTL GLIMPSSES OF OTHER EVENTS



OTHER GOVT. & CORPORATE EVENTS & BTL WORK
BRAND EXPERIENCES



OTHER GOVT. & CORPORATE EVENTS & BTL WORK BRAND EXPERIENCES



OTHER GOVT. & CORPORATE EVENTS & BTL WORK

BRAND EXPERIENCES



OTHER GOVT. & CORPORATE EVENTS & BTL WORK

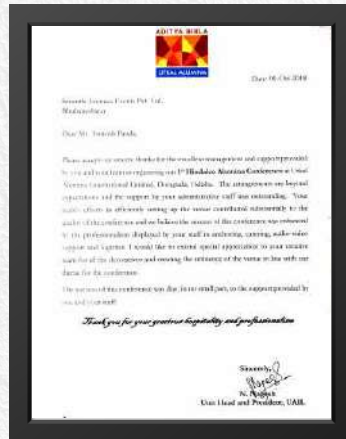
BRAND EXPERIENCES



OUR CLIENTELE



OUR RECOGNITIONS & APPRECIATIONS



OFFICE

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CONTACT US

Asutosh Panda

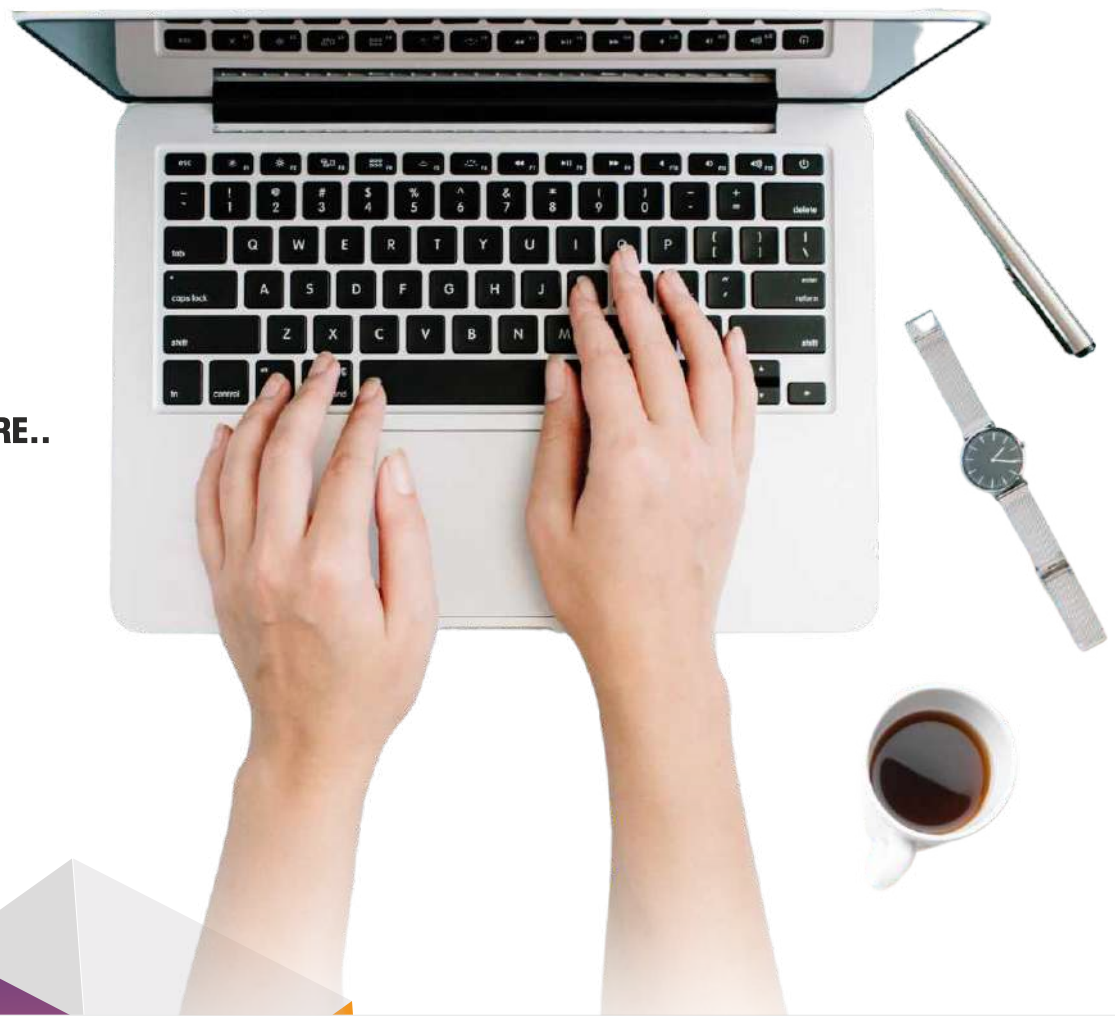
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