



IDOCR

INDONESIA COLOR RUN

IND  INDIANS

HOLI

COLOR RUN

Sunday, 1st March 2020 6.00 am Start



Powered By :



INDO INDIANS HOLI COLOR RUN

Sunday, 1st March 2020
Plaza Parkir Timur - GBK
Start 6.00 am

f t i /indoindians

www.Indoindians.com

www.colorrn.id



Indoindians.com is an established information and exchange platform to connect, support, and engage the Indian Diaspora in Indonesia – the Indoindians community.

Indoindians.com provides a versatile, interactive medium for marketing and advertising your products and at the same time enabling your services available to our target audience.

Indonesia Color Run or **IDCR**'s motto is Unifying the **Colors of Indonesia**. This motto really means seeing Indonesia as a diverse country, language and religion that is bound by Unity in Diversity. Through color run, the intention is to strengthen the sense of unity and unity as well as the love of the Motherland of Indonesia especially among the Indonesian Young Generation.

Indoindians Holi Color Run USP

- Holi is the annual festival of colors in India – a festival of unity and celebrating the various colors of life!
- First time in Indonesia both Indonesians and Indians and other expats join hands to celebrate festival of colors Holi. This event is open to all in Indonesia.
- The Holi Color Run coincides with this festival and we want to share this wonderful sentiment from India in Indonesia.
- This event is initiated by Indoindians in collaboration with IDCR (Indonesia Color Run) as the main organizer, who have experience with color run events in over 40 cities across Indonesia.
- The intention is to create and that can strengthen the friendship and unity for the people of India and Indonesia.
- Fitness, fun and entertainment – A fun family day!
- A platform for vendors to showcase their products
- An opportunity for Brands to ride on this event and reach out to their TG when they are in the most relaxed mood.

Event Objectives – Over 10,000 participants

- Strengthen friendship between the communities of Indonesia – India
- Promoting Indonesian-Indian culture at this event
- Promoting the Holi Festival Tradition in Indonesia.
- Disseminating Healthy Lifestyle Movement Without Drugs.
- Promote running sports amongst the Young Generation.
- Making Running Event a TREND amongst Millennials.

IDCR INDOINDIANS HOLI RUN 2020
Sunday, 1st March

Entertainment and involvement

- 5K Fun walk/Run for families with colors
- Holi Rain Dance to the beats of Bollywood DJ
- Bollywood Dance along with Bolly'D
- Indian Food Stalls
- Sponsor Stalls
- Fitness tips by participating brands
- Health tips by renowned Dietician
- Morning kick off by ... Chief Guest. renowned personalities from Jakarta
- Media coverage

Steering Committee

COMMITTEE STRUCTURE

Steering Committee (SC)

- | | |
|-----------------|---------------------|
| 1. Poonam Sagar | Founder Indoindians |
| 2. Rizki Adam | Founder IDCR |

Organizing Committee (OC)

- | | |
|--------------------------|----------------------------|
| 1. Fachri Pay | Chairman |
| 2. M. Dedy Heriansyah | Creative |
| 3. Muhammad Arifin | Marketing |
| 4. Devita Sari | Administration |
| 5. Jyoti Kumar | Sponsorship & Social Media |
| 6. Mrs. Sonal | Sponsorship Manager |
| 7. Mrs. Sujata | Co. Event I |
| 8. Octavian Tri Maulana | Co. Event II |
| 9. Umar Limber | Production |
| 10. Andhika Nofiyanto | Production |
| 11. Muhammad Rizal Wahab | Co. Crew |
| 12. M. Akbar Kurniawan | Co. Venue |

Program Run Down

Time	Program
06.00 – 06.45 WIB	Registration & Warming Up
06.45 – 07.00 WIB	Opening & Flag Off
07.00 – 08.30 WIB	Holi Color Run 5K + Medal Distribution
08.30 – 09.00 WIB	Opening Speech by Indoindians & Chief Guests
09.00 – 09.30 WIB	Bollywood Dance & DJ
09.30 – 10.15 WIB	DJ Performance
10.15 – 10.30 WIB	Door prize
10.40 WIB	Closing



**CHECKPOINT COLOR
HOLY POWDER**



PENYERAHAN REKOR MURI



PEMBERIAN DOORPRIZE



MARATHON 5K



PHOTOBOOTH



COLOR PARTY



DJ PERFORMANCE



MUSIC & COLOR PARTY



**FUN WITH
FRIENDS & FAMILY**

INDOINDIANS ASSETS - DIGITAL & OFFLINE

- Website
- Mobile App
- Social Media Channels – 100,000 reach
 - FB , FB Live
 - Twitter
 - Instagram
 - YouTube Channel
- Active WhatsApp Groups – 500 members
- Weekly Newsletter – 20K
- Online & Offline Events
- Philanthropy
- Features & Interviews
- On ground Workshops
- Promoting Art & Culture
- Online/Offline Promotions & Advertising

IDCR ASSETS - DIGITAL & OFFLINE

- Website
- Social Media Channels – 200,000 reach
 - FB , FB Live
 - Twitter
 - Instagram
 - YouTube Channel
- Active WhatsApp Groups – 30 groups
 - Reseller groups, participants
- Weekly Newsletter - 60k ppl
- Offline Events
- Philanthropy
- Features & Interviews – mayor of city
- Supporting Associations
 - Ministry of sport, Koni – National Committee of Indonesia sport
- Promoting Art & Culture – DKI - Sports, Culture and Toursim
- In Event Promotions & Advertising

Indoindians – IDCR at a Glance

INDOINDIANS



- 1 community portal
- 20 years online
- 100,000 unique visitors/month
- 20,000 newsletter subscribers
- 20,000 followers on Social Media
- 300 city network for gift delivery across India & Indonesia

Indonesia Color Run IDCR

- 1 Organisation
- 5 years online
- 50,000 unique visitors/month
- 60,000 newsletter subscribers
- 40,000 followers on FB
- 70,000 FOR INSTA
- 42 city network in Indonesia

Indoindians Recent Events



Indoindians Bazaar



Leadership workshop with DR. Kiran Bedi



Charity Art Exhibition & Auction



Photography workshop



Parenting workshop

THE TIMES OF INDIA PRESENTS
INDIA PROPERTY EXPO 2018 INDONESIA
8TH SUCCESSFUL YEAR OF LARGEST INDIAN REAL ESTATE PROPERTY INVESTMENT & HOME BUYER EXHIBITION IN JAKARTA
28th & 29th APRIL Sat - Sun 11am - 6pm
HOTEL MANHATTAN JAKARTA

Organisers: INTRODUCTION TRADE SHOWS PVT. LTD., SHRIRAM PROPERTIES, EXHIBITIONS & EVENTS

In Association With: Shriram PROPERTIES, Bank SBI Indonesia

THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA Indonesia Chapter

JS LUWANSA HOTEL AND CONVENTION CENTER
Jl. H.R. Rasuna Said Kav. C-22, Jakarta

India Property Expo

Recent IDCRR Events



Indoindians Holi Color Run 2020 Layout



Note :

- Design may be revised

3 Highlights



Color Run Route



**60 Booths for Sponsors &
Vendors**



Music/dance stage

NOTE : Design is only indicated and subject to revision

Indoindians Holi Color Run Route



Note :
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YouTube.com/indoindians

www.indoindians.com

307 Palma One, Jl HR Rasuna Said, Kuningan, Jakarta 12950

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