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Shaadi.org.pk
The Most Trusted Matrimonial Service in Pakistan

Shaadi EXPO

Pakistan's Biggest Wedding Expo!

KARACHI EXPO CENTER, 29 – 30 December, 2018



ABOUT US

Shaadi Organization Pakistan is a **Not for Profit - Social Service Organization.**

Aim: To Bring Ease in The Matrimonial Process.

Goal: **To Serve Humanity.**

Operating: Since 2003 - Pioneer in Live Matchmaking in Pakistan.





What is Shaadi Expo Pakistan ?

The Shaadi Expo Pakistan is an effort to bring wedding consumers and wedding vendors on one platform.

Provider cost-effective methods to tap into lucrative wedding market while providing the attendees with the most convenient way to find the best resources to plan a wedding.

In Pakistani culture, people spend their whole life savings for weddings that involve a lot of money and planning.

Shaadi Expo Pakistan can save a lot of time and money of parents & general public.



Our Every Client is Your Next Customer

Shaadi Organization Pakistan (Shaadi.org.pk) is a matrimonial Service provider - **a continuous flow of clients.**

Once we entered into a relationship, Shaadi Organization Pakistan will share potential clients' information with the sponsors so that you can sell your Product & Services to them directly.

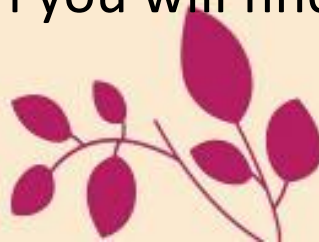
“And that’s what we call everlasting relationship between us.”





Why Exhibit Your Brand at Shaadi Expo Pakistan?

- **3 Million members network** on Facebook groups + pages.
- **200,000+ members** - Largest Matrimonial Network in Pakistan
- **2 Million+ SMS database.**
- **500,000+ email subscribers.**
- **25,000+** users' visit our website (without any ads).
- 360 Degree Marketing Platform (TV, FM, Cable, Print Media, Digital Media, Outdoor Media, Roadshows, Road Vehicles, SMS, Emails).
- We own the “Shaadi Organization Pakistan’s Network” on which you will find direct shaadi related clients.



Sadaqah-e-Jaria Pakistan - 33% of Net Income

Shaadi Organization Pakistan was founded with a mindset to do matchmaking in a better way, take duas of families, see smile on the faces, and earn good deeds. To step further:

33% of Shaadi Expo's Net Income will go in Sadaqah-e-Jaria.

- ❖ Arrange Weddings of Poor Girls & Boys.
- ❖ Deaf, Dumb, Polio, special cases wedding arrangements.
- ❖ Quran Education with Urdu Translation.
- ❖ Helping Orphan Children
- ❖ Helping Special Children
- ❖ Plantation

You can take part in Sadaqah-e-Jaria Pakistan by supporting us.



EXHIBITORS INVITED

- ❖ Wedding Venues
- ❖ Bridal Dress
- ❖ Groom Dress
- ❖ Jewelry
- ❖ Furniture
- ❖ Electronic
- ❖ Beauty Parlors, Saloon & Spa
- ❖ Honeymoon & Travel
- ❖ Decorators
- ❖ Caterers
- ❖ Home Decor
- ❖ Video And Photography
- ❖ Shoes
- ❖ Wardrobe Female
- ❖ Wardrobe Male
- ❖ Handbags
- ❖ Cosmetics & Makeup
- ❖ Beauty Products
- ❖ Skin Specialist
- ❖ Health & Fitness
- ❖ Food & Restaurant
- ❖ Sweets And Bakers
- ❖ Recreational
- ❖ Invitations Card Printers
- ❖ Mehndi & Makeup Artist
- ❖ Utensils
- ❖ Handicrafts
- ❖ Car Rentals/Ghora Ghari
- ❖ Florist
- ❖ Electronics / Mobile
- ❖ Drinks
- ❖ Choreographers / DJs
- ❖ Sound, Stage & Lighting

Shaadi
Expo

Activities in the Event

- ❖ Grand Live Matchmaking
- ❖ The Wedding Catwalk
- ❖ Bridal Show
- ❖ The Style Stage
- ❖ Emerging Fashion Designers Show
- ❖ Stage Activity
- ❖ VIP Lounge
- ❖ Speakers Session
- ❖ Makeover Gala
- ❖ Footwear Walk
- ❖ Talent Show
- ❖ Lucky Draw
- ❖ Free Gifts



Shaadi
Expo



Supporting Pakistani & Brands - All Over Pakistan

Planned & Tentative Dates / Location - Shaadi Expo Pakistan

City	Location	Date
Karachi	Karachi Expo Center	December 29-30, 2018
Lahore	Lahore Expo Center	February, 2019
Rawalpindi/Islamabad	Pak China Friendship Center	March, 2019
Faisalabad/Gujranwala	Will be decided.	April, 2019
Peshawar	Will be decided.	June, 2019
Quetta	Will be decided.	June/July, 2019
Hyderabad	Will be decided.	July, 2019
Dubai	Will be decided.	October, 2019



Marketing Activities



1 Million Subscriber

SMS Marketing

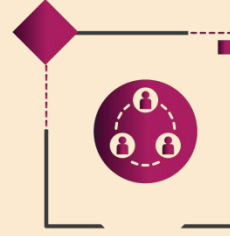


500,000 Subscribers

Email Marketing



100,000 Flyers



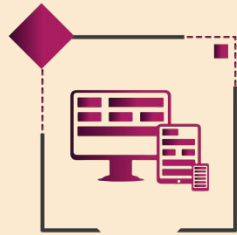
2 Million
Social Sharing



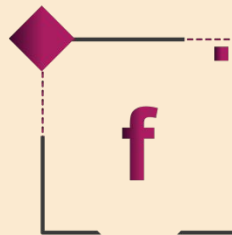
Wall Branding



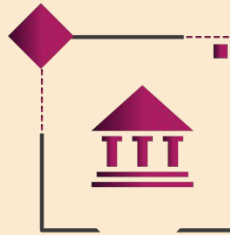
Bridge Panel
Hoardings



Website Banners



Social Media &
Digital



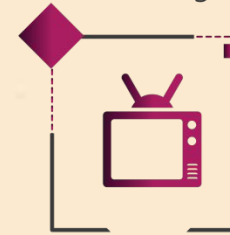
On Vanue
Signage



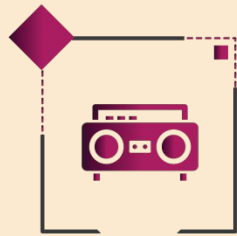
WhatsApp Group



News Paper



TV Ads



Radio



Blog



YouTube Ads



Google Ads



Facebook Live



Lead Generation

Leadership - Mr. Muhammad Ali - CEO

Mr. Muhammad Ali is a Serial Entrepreneur and Business Consultant with over 20 years of experience in providing consultancy for Start-ups, Branding & Growth Consulting.

He is an MBA from SZABIST and Master of Science (IT) where he secured 1st Position, achieved Gold Medal & Rector's Roll of Honor. He holds 11 international certifications from Microsoft, Google & Hubspot.

He has helped 1000+ international clients in setting up their businesses, grow their clientele, and establish their brands. Over the last 10 years, he has helped his clients earn over Rs. 1,000,000,000 in revenue.

Currently, he is planning to launch a Media Channel and Clothing Brand in Pakistan, and is on the mission to train 10,000 IT Professionals by the year 2020.

Leadership - Dr. Sadaf Ali, Ph.D. - Director

Dr. Sadaf Ali is a PhD with 12+ years of experience in research and writing. She hosts "**Live with Dr. Sadaf Ali, Ph.D.**" program, which endorse emerging entrepreneurs in Pakistan and help them build brand and to gain nationwide recognition.

As Director of Shaadi Organization Pakistan, she deals in the proposals of Overseas Pakistanis, Foreign Matchmaking, and Elite Matrimonial.

Currently, she is dedicated to make Pakistan cleaner and greener for which she is engaged in Green Pakistan Campaign and also giving assistance to Deaf, Dumb, Polio people of all ages, Special Children and aims to fulfil their special needs.

Thank You

MEGA.com
Marketing Network

Helping Your Business Grow

Official & Exclusive Marketing Partner

www
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