



LIONGAZE
— MEDIA —

LIONGAZE MEDIA

Connecting Brands With Their Audiences Through Original Marketing Platforms

Digital-Led IP & Marketing Platform Company

Experience First • Content by Design • Digital by Default

Executive Summary

Liongaze Media helps brands turn attention into action through original IP platforms that combine live experiences, content, and digital promotion.

5

IP Portfolio Categories

100+

Actors & Influencers

CastingVibe Network

7

Owned Branded Content

Liongaze Studios

365

Marketing Days

Always-On Engagement

What's Inside This Deck

- **Build community reach:** Society, campus & city connect programs that drive local engagement
- **Fuel cultural buzz:** Celebrity tours & music festivals that put your brand in the spotlight
- **Activate sports audiences:** Youth & institutional programs that deepen relevance and participation
- **Access talent at scale:** Actor/influencer discovery & activation that extends campaign reach
- **Launch branded content:** Original shows from Liongaze Studios that create lasting brand value

If you're looking to build a sharper, more engaging brand presence, explore the deck or reach out to start a conversation.



Harshit Mhatre | Founder – Liongaze Media

Founded in 2016, Liongaze Media brings deep Maharashtra market expertise across broadcast, films, OTT, and live events.

Senior Leadership Experience:

- Former PR Head – Zee Marathi, Zee Talkies, Zee Yuva & Zee Chitramandir
- Former PR Head – STAR PLUS (National Channel)
- Former Marketing Head – Planet Marathi
- Former National Sales Head – India Mega Trade Fair (Kolkata)
- PR Manadte of Jio Hoststar Big Bosss Marathi 2025 -2026
- 110 Movie Promotion : 90 TV show Promotion : 10 OTT Promotion : 300+ Events

This rare blend of media intelligence and brand-first execution ensures Liongaze operates as a strategic partner, not a vendor.

How to Navigate This Deck

Use this guide to quickly find the information most relevant to your brand's needs.

1	Company & Leadership Meet Liongaze Media and our founder, Harshit Mhatre.
2	The Opportunity Understand the market challenges and Liongaze's unique solutions.
3	IP Portfolio Overview A quick glance at our comprehensive marketing IP portfolio.
4	Consumer Engagement IPs Discover our properties for connecting with society, campus, and city audiences.
5	Entertainment IPs Explore our celebrity, live tour, and festival platforms.
6	Sports IPs Learn about our youth and institutional engagement properties.
7	Ecosystem & Reach The infrastructure powering our platforms, owned content, and annual marketing calendar.
8	Partnering With Us Industries served, partnership models, and your brand's campaign journey.

Each IP section provides a brief overview and includes links to detailed presentations for a deeper dive.

The Challenge For Brands :

Marketing teams are expected to deliver multiple outcomes from every campaign.

Every Campaign Needs To Create



Brand Awareness



Consumer Engagement



Premium Content



Digital Reach



PR Visibility



Measurable Results

The challenge?

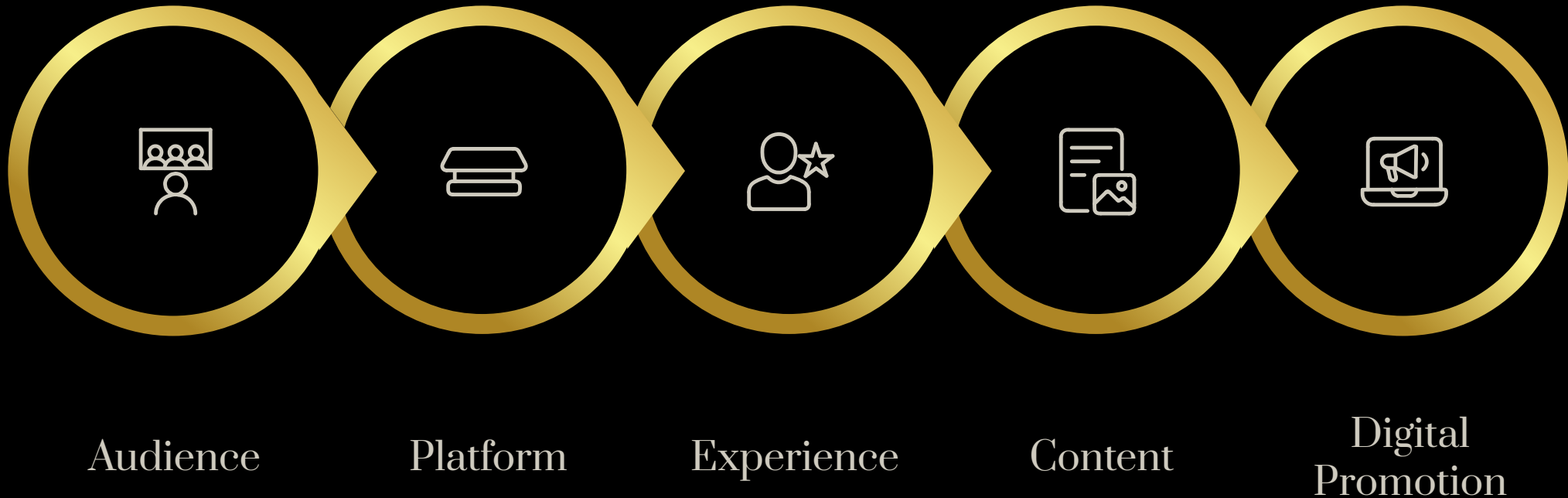
These objectives are often managed through multiple agencies, resulting in fragmented execution.

Brands need one integrated marketing partner.

The Liongaze Model

We build original marketing platforms that combine experiences, content and digital promotion into one integrated campaign.

Every Platform Follows The Same Formula



One Platform. Multiple Marketing Outcomes.

Our Marketing IP Portfolio

Consumer Engagement

- Campus Connect- Student Connect
- Family Day- Society Connect
- Happy Street -
- Discovery Hour
-

Entertainment

- Marathi Celebrity Jatra
- Celebrity Festival Series
- Marathi Singer Live Tour
- Marathi Drama Live Tour

Sports

- India Plays Football
- Celebrity Cricket Carnival

Talent

- Fresh Face Maharashtra
- Short Story India

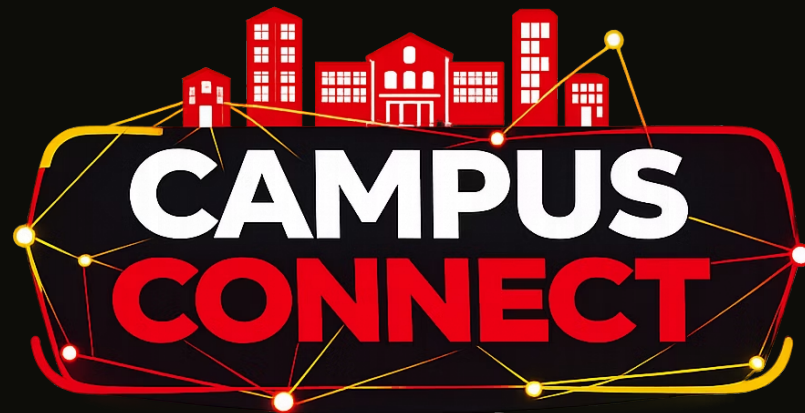
Liongaze Studios

Majh Ghar Mazi Gadi

Abhusan Doctor Show

Zakaas Life

Consumer Engagement IP



Detailed PPT :  Exclusive Brand Partnership

Conversations with College Youth — On Campus and Beyond

6 Episodes. 132 Minutes. One Brand. Full Ownership.

2.5-4 lakh guaranteed views · 1M impression potential with optional paid add-on

Exclusive Brand Partnership

Broadcast on Only Max Entertainment YouTube Channel

21.4K Subscribers | 8.4M Total Views | 10+ Years of Loyal Audience

Made with **GAMMA**



Family Day

A Premium Gated Community
Family Engagement Platform

Full Detailed PPT Link : [📄 City-Level | Gated Societies | 2026](#)

City-Level | Gated Societies | 2026

Curated & executed by Liongaze Media



Discovery Hour



Detailed PPT Link : [📄 Discovery Hour 2026](#)
Kids Engagement Platform
The trusted entry point brands can't buy.

A Brand Partnership Opportunity | Ready to Activate



HAPPY STREET

City Engagement Platform

Weekend street festivals that transform public spaces into engaging lifestyle experiences for brands and communities.



Audience

Urban Families • Youth • Fitness
Communities



Ideal For

Automotive • Lifestyle • FMCG •
Sports • Consumer Electronics



Brand Outcomes

Visibility • Consumer Interaction •
Product Experience • Content



Powered By

Content • Digital Promotions • PR •
Influencers

ENTERTAINMENT



CELEBRITY JATRA

Full detailed PPT Link [📄 Concept of CELEBRITY JATRA](#)

Maharashtra's Premier Celebrity Content Carnival

We Turn 2,500 Live Attendees Into 8-15 Million Digital Impressions Through Professional Content Production

12

A-List Celebrities

2,500+

Live Attendees

8-15M

Digital Impressions

21K+

Subscribers

637K

Monthly Reach

8M+

Views

You Tube Channel
Only Max Entertainment

Venue: Phoenix Market City, Pune

Date: October 31, 2026 (Saturday Evening)

Presented by the team behind 300+ celebrity events | Zee, Star Plus & Bigg Boss Marathi | 95% brand satisfaction rate

Made with GAMMA



CELEBRITY JATRA COMPACT

Maharashtra's Premier Celebrity Content Carnival

We Turn 2,500 Live Attendees Into 8-15 Million Digital Impressions Through Professional Content Production

5

A-List Celebrities

600+

Live Attendees

8-15M

Digital Impressions

21K+

Subscribers

637K

Monthly Reach

8M+

Views

You Tube Channel
Only Max Entertainment

Venue: Phoenix Market City, Pune

Date: October 31, 2026 (Saturday Evening)

Made with GAMMA



CELEBRITY FESTIVAL SERIES

An Evening with Celebrity

Celebrity-led celebrations across major festivals, creating festive consumer experiences and high-impact brand visibility.



Audience

Families • Festival Shoppers • Youth



Ideal For

Retail • FMCG • Jewellery • Consumer Electronics • Automotive



Brand Outcomes

Seasonal Visibility • Product Sampling
• Festival Association • Engagement



Powered By

Content • Digital Promotions • PR •
Creator Content



MARATHI SINGER LIVE TOUR

Live Music Platform All Major Singer live show branding

Regional music experiences featuring leading Marathi singers, creating emotional connections between brands and audiences.



Audience

Music Lovers • Families • Youth



Ideal For

Beverages • Lifestyle • Telecom • FMCG
• Entertainment



Brand Outcomes

Emotional Connect • Regional Visibility •
Audience Engagement • Content



Powered By

Content • Digital Promotions • Artist
Content



MARATHI DRAMA LIVE TOUR

Theatre Marketing Platform all major live drama branding

Taking acclaimed Marathi theatre productions across Maharashtra while creating premium cultural partnerships for brands.



Audience

Theatre Lovers • Families •
Professionals



Ideal For

Banking • Healthcare • Real Estate •
Lifestyle



Brand Outcomes

Premium Positioning • Cultural
Association • Regional Engagement



Powered By

Content • Digital Promotions • PR



CELEBRITY AT YOUR HOME

An Exclusive Celebrity Experience by Liongaze Media A Premium Consumer Promotion IP

Turn your festive or brand campaign into a once-in-a-lifetime experience by bringing a favourite Marathi celebrity to a winning consumer's home.

Perfect For:

Raksha Bandhan • Ganesh Chaturthi • Diwali • Gudi Padwa • Mother's Day • Father's Day • Friendship Day • Product Launches • Brand Celebrations

Brand Benefits



Celebrity Home Visit



Professionally Managed Campaign Shoot



Instagram Collaboration + Digital Content



PR & Social Media Amplification



Emotional Consumer Engagement

Brands Create Campaigns. We Create Memories.

SPORTS IP



CELEBRITY CRICKET CARNIVAL (CCC)

A Celebrity-Led Sports & Content Property

Full PPT detail link : [📄 Stage 1 Deck CELEBRITY](#)

Season 1 | October 2026 | Police Gymkhana Cricket Ground - Marine Drive - Mumbai

Invite-Only | Marathi Celebrity Content & Media IP



Institutional Youth Engagement Property — Mumbai 2026

Full detail ppt link :

📁 Institutional Youth Engagement Property...

Schools & Junior Colleges — Mumbai 2026
Harshit Mhatre, Founder — An initiative of Liongaze Media



TALENT

FRESH FACE MAHARASHTRA

Talent Discovery Platform

A statewide talent hunt discovering tomorrow's actors while creating high-participation digital campaigns for brands.



Audience

Aspiring Actors • Youth • Digital Creators



Ideal For

OTT • Fashion • Beauty • Lifestyle • Education



Brand Outcomes

Digital Participation • Talent Association • Community Engagement • Content Creation



Powered By

Audition Content • Voting Campaigns • Creator Stories





CastingVibe Talent Platform Presents:

SHORTSTORY INDIA

INDIA'S BIGGEST SHORT-FILM REVOLUTION.

Vertical or Horizontal — We Celebrate Every
Frame.

CASTINGVIBE

Influencer & Brand Ad Activation Platform

A curated network of 100+ actors and influencers ready to elevate brand promotions during key festival seasons, delivering high-impact influencer marketing and targeted ad activations.



Audience

Brands seeking authentic connections •
Festival-goers • Digital content
consumers



Ideal For

FMCG • Fashion • E-commerce •
Lifestyle • Tech brands • Seasonal
campaigns



Brand Outcomes

Amplified festival visibility • Authentic
influencer content • Targeted ad
campaigns • High ROI



Powered By

Exclusive talent roster • Custom content
creation • Multi-platform distribution •
Data-driven optimization



LIONGAZE STUDIOS

Branded Content Network

Original content properties designed to educate, entertain and engage audiences while creating long-term value for brands.

Current Content Properties



Majh Ghar

Real Estate



Mazi Gadi

Automotive



Abhusan

Jewellery



Doctor Show

Healthcare



Zakaas Life

Lifestyle



Ideal For

Brands seeking category leadership through original content.



Brand Outcomes

Thought Leadership • Brand Authority • Long-Term Visibility • Premium Content



Powered By

Episodes • Shorts • Reels • Social Content

Liongaze Studios Various Categories shows with TV channle



Maharashtra's First TV-Based Video Podcast Series:

Full PPT detail Link : [Maharashtra's](#)

A Lifestyle Podcast for Women, Senior Citizens, and Youth

Zee Marathi x Liongaze Media





प्रत्येक कुटुंबासाठी दर आठवड्याला नवं स्वप्न, नवा प्रकल्प —

माझं घर

Full Detailed PPT link : [📄 प्रत्येक कुटुंबासाठी दर आठवड्याला नवं स्वप्न, नवा प्रकल्प —](#) Discover “माझं घर” – an unparalleled real estate branded content platform on Zee Marathi, meticulously crafted to exponentially elevate your brand's influence and market penetration.

This exclusive opportunity is custom-designed for discerning **Real Estate companies** seeking to connect with a premium audience.

Delve into this bespoke proposal to redefine and amplify your brand's presence in the most impactful way.

Its Liongaze Media & Zee Marathi Initiative



ONE PORTFOLIO. MULTIPLE AUDIENCES.

Every Liongaze platform is built to help brands connect with a specific audience segment.

Platform	Primary Audience
Campus Connect	College Students
Society Connect	Families
Happy Street	Urban Communities
Discovery Hour	Kids & Parents
Family Day	Employees & Families
Marathi Celebrity Jatra	Maharashtra Audience
Celebrity Festival Series	Festival Consumers
Singer Live Tour	Music Audience
Drama Live Tour	Theatre Audience
India Plays Football	Football Community
Celebrity Cricket Carnival	Cricket Fans
Fresh Face Maharashtra	Young Talent
Short Story India	Creators & Filmmakers
Liongaze Studios	Digital Content Audience

One Portfolio. Every Stage of the Consumer Journey.

OUR PLATFORMS ARE POWERED BY

Every Liongaze platform is strengthened through an integrated marketing ecosystem.

Included Across Every Platform



Professional Content Production



Digital Promotions



Public Relations



Influencer Marketing



Celebrity Collaborations

(where applicable)



Film, TV & Entertainment
Integrations



Campaign Reporting

One Platform. One Team. Complete Marketing Solution.

ONLY MAX ENTERTAINMENT

Our Owned Content & Digital Platform

Every Liongaze platform is designed to create content that lives beyond the event.

ONLY MAX ENTERTAINMENT captures, produces and distributes original content across digital platforms, extending campaign reach and creating long-term value for brand partners.

Content Formats

 Original Shows

 Celebrity Interviews

 Behind-the-Scenes

 Reels & Shorts

 Social Media Content

 Brand Stories

Brand Benefits

 Extended Campaign Reach

 Additional Digital Visibility

 Reusable Marketing Assets

 Long-Term Content Value

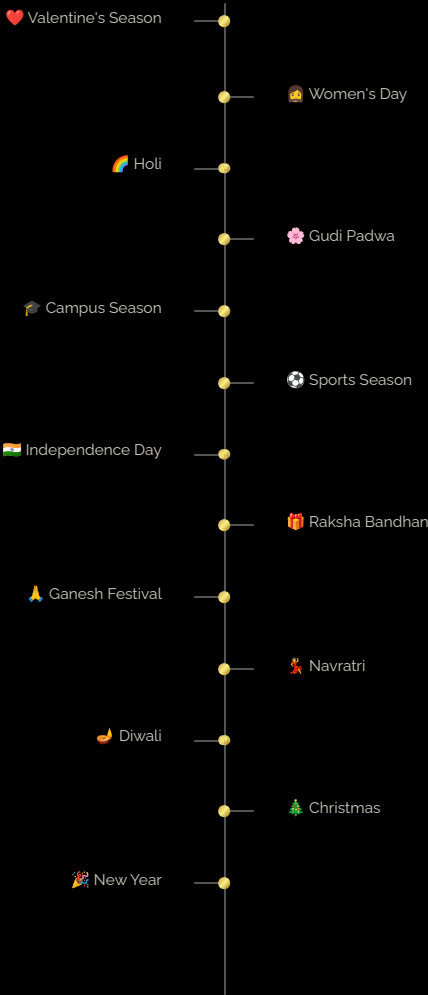
One Campaign. Multiple Content Assets.

ANNUAL MARKETING CALENDAR

365 Days of Brand Engagement Opportunities

Liongaze platforms are aligned with key consumer moments, helping brands stay relevant throughout the year.

Annual Opportunities



Plus

Year-round Consumer Engagement, Entertainment, Sports, Talent and Content Platforms.

INDUSTRIES WE SERVE

Marketing Platforms Designed for Every Category



Banking & Financial Services



FMCG



Telecommunications



Automotive



Real Estate



Jewellery



Healthcare



Education



Retail



Consumer Electronics



Food & Beverage



Media & Entertainment



Government & Public Sector

Every platform is customized to align with your marketing objectives.

PARTNERSHIP MODELS

Flexible Opportunities. Customized Solutions.

Choose the partnership model that best supports your campaign objectives.

Available Opportunities

 Title Partner	 Powered By Partner	 Associate Partner	 Category Exclusive Partner
 City Partner	 Digital Partner	 Content Partner	 Gifting Partner

Custom partnership models are also available based on campaign requirements.

CAMPAIGN JOURNEY

Before • During • After

Every Liongaze platform is designed as a complete marketing journey.

BEFORE

- Campaign Strategy
- Creative Planning
- Registrations
- Digital Promotions
- Influencer Outreach

DURING

- Brand Activations
- Consumer Engagement
- Celebrity Experiences
- Content Production
- Live Coverage

AFTER

- Reels & Shorts
- PR Coverage
- Paid Promotions
- Campaign Reports
- Content Library

One Platform. Complete Campaign Lifecycle.

WHY CHOOSE LIONGAZE

More Than an Agency. A Marketing Platform Company.

What Makes Us Different



Original Marketing
Platforms



Audience-First
Approach



Digital-First Execution



Premium Content
Production



Celebrity &
Entertainment
Ecosystem



Public Relations &
Influencer Marketing



Multi-City Execution
Capability



End-to-End Campaign
Management

We help brands build stronger consumer connections through experiences, content and integrated marketing.

LEADERSHIP & EXPERIENCE

Built on Experience. Driven by Innovation.

Liongaze brings together expertise across:



Brand Marketing



Entertainment



Public Relations



Celebrity Engagement



Content Production



Digital Campaigns



Live Experiences



Strategic Partnerships

Our Focus

Creating original marketing platforms that deliver measurable business impact for brands.

LET'S BUILD SOMETHING EXTRAORDINARY

Your Brand. Our Platforms. One Powerful Partnership.

Whether your objective is to increase awareness, engage consumers, launch a product or strengthen regional presence, Liongaze offers marketing platforms designed to deliver meaningful business outcomes.

Get in Touch



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Thank You

Let's Create Experiences That People Remember.