

LARGEST HOLI IN THE USA



HOUSTON
Holi
FESTIVAL OF COLORS

MEDIA KIT



SAT MAR 4, 2023 - 11-5 PM

RAIN DATE: SUN MAR 5

BH RANCH

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HOUSTONHOLI.COM



SUMMARY

WHAT IS HOLI?

- Holi is one the largest festivals of India
- It is also called the Festival of Colors
- Holi marks the end of winter and the coming of Spring
- Story of Holika represents victory of Good over Evil
- Music & drums fill the air & everyone dances in celebration
- Families gather for freshly made vegetarian snacks
- A huge Bonfire is lit and local priests perform prayers
- People throw color on each other as symbol of love
- Covered in color, we are all one



HOUSTON HOLI 2023

- Saturday March 4th, 2023 from 11 – 5pm
- This year will be the 14th annual Houston Holi
- This is the largest South Asian event in Houston
- 12,000 – 15,000 attend every year
- Over 100 Sponsors & 60 Booths participate every year
- 400 local dancers & performers on the main Holi stage
- Color, Culture, Music, Dance, Henna, & Street Foods
- Free Kids Rides for all ages included in the ticket
- DJ Spinoff & Bollywood Music Concert Finale

WHY SPONSORS LOVE HOUSTON HOLI

- Social Media blast on Facebook, Instagram & Youtube
- In March the weather is beautiful in Houston (68-78)
- Excellent event to reach the South Asian community
- Radio promotions for one month prior to the event
- Stage Recognition, Banners & Booth Interactions
- Giant LED Screen with Sponsor Videos and Slides

SATURDAY MARCH 4TH, 2023, 11-5 PM



SPONSORSHIP RATES

Title Sponsor: \$35,000

Event Title Sponsorship
Individual Stage Appearance
Main Stage Banner
10x20 Premium Booth
Web, Print, Radio Ads & Radio Interview
Tickets & VIP Parking

Diamond Sponsor: \$20,000

Headline Act Sponsorship
Individual Stage Appearance
Main Stage Banner
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Web, Print, Radio Ads & Radio Interview
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Platinum Sponsor: \$15,000

Major Element Sponsorship
Individual Stage Appearance
Logo on Main Stage
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Web, Print, Radio Ads & Radio Interview
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Gold Sponsor: \$7,500

Major Element Sponsorship
Group Stage Appearance
Event Banner
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Web, Print, Radio Ads & Radio Interview
Tickets & VIP Parking

Silver Sponsor: \$5,000

Group Stage Appearance
Event Banner
10x10 Booth
Web & Print Ads, Tickets & VIP Parking

Bronze Sponsor: \$2,500

Group Stage Appearance
Event Banner
Web & Print Ads
Tickets & VIP Parking

Family Sponsor: \$1,000

Stage & Radio Announcement
Web & Print Ads, Tickets & VIP Parking

Individual Sponsor: \$500

Web Ads
Tickets & VIP Parking

10x20 Food Booth: \$2,500

Stage & Radio Mention
10x20 Booth
Web & Print Ads, Tickets & VIP Parking

10x10 Food Booth: \$1,500

Stage & Radio Mention
10x10 Booth
Web & Print Ads, Tickets & VIP Parking

10x10 Corporate Booth: \$1,500

Radio Mention
10x10 Booth
Web & Print Ads, Tickets & VIP Parking

10x10 Merchandise Booth: \$1,000

Web Ad
10x10 Booth
Tickets & VIP Parking

3x6 Table: \$500

Covered 3x6 Table
Tickets & VIP Parking

3x8 Banner: \$500

3x8 Banner
Tickets & VIP Parking



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___ 10x10 Food Booth	\$1,500
___ 10x10 Corporate Booth	\$1,500
___ 10x10 MDSE Booth	\$1,000
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___ 3x8 Banner	\$500

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SIGNATURE:	DATE:
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BACKGROUND

HOLI: THE FESTIVAL OF COLORS

Masala Radio presents the 14th Annual Houston Holi: Festival of Colors 2023 on Saturday, March 4th, 11AM - 5PM. Houston Holi Festival is an Indo-American Community sponsored event organized in association with the Gujarati Samaj of Houston, India Culture Center, and Hindus of Greater Houston. Tickets are nominal, attracting a large number of not only South Asian families, but an ever increasing mainstream audience.

Houston Holi is one of the largest celebrations of Holi in the nation, annually attracting between 12,000 to 15,000. Festival highlights include all day color-powder throwing, cultural performances, Indian Folk and Bollywood Entertainment, free carnival rides and ceremonial Holi Pragitya (Bonfire Lighting). The festival will be teaming with delicious Indian street foods and merchandise bazaar. As the largest Indo-American event in Houston, this is the best opportunity to promote your business and services to this high-income, high-spending community.



THE LEGEND OF HOLI

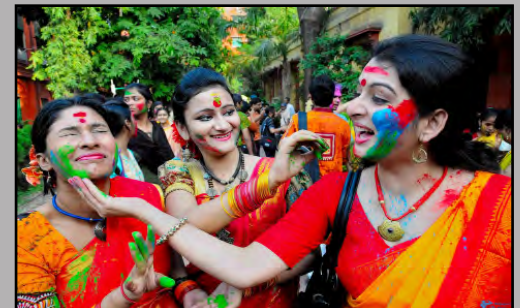
Holi is a religious festival from India, celebrating the triumph of Good over Evil. According to the ancient texts, the evil King Hiranyakashipu demanded that all bow to him as God. His own son Prahlad; however, refused as he was a devotee of Vishnu, the Preserver of the Hindu Divine Trinity. The King demanded his daughter Holika (who had the power to burn anyone she touched) to embrace Prahlad and destroy him in fire. Vishnu intervened so that only she was burned and Prahlad emerged unscathed. Thus every year on the anniversary of this miracle, Indians celebrate the burning of Holika with the Holi Bonfire. Holi



celebrations include music, dance, food, and the throwing of colored powder. So wear white (and something you're not attached to) and come enjoy the Houston Holi Festival

TRADITIONAL HOLI IN INDIA

Holi is an ancient Hindu festival that celebrates the coming of Spring and the rebirth of nature. It is also known as the Festival of Colors or the Festival of Love. People color on each other as a symbol of love and sometimes even throw water filled balloons on unsuspecting neighbors. Everyone is fair game, friend or stranger, rich or poor, children and elders. The color play occurs in communities, open streets, parks and temples. Ladies prepare vegetarian snacks while men make Bhang, a sweet drink made with milk, sugar, cinnamon, and herbs, a traditional drink of the Holi festivities. People sing and dance, some playing drums and dholak. In the evening a bonfire is lit and a Hindu priest performs Pooja to bless everyone.



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Masala Radio 98.7 FM organized Houston HOLI Festival of Colors in under 6 weeks. People of all ages, religions, and ethnicities shook off their fears and danced with colors in a celebration of Spring, a celebration of being ALIVE. SEE PAGE 2-3, 12.

Sri Sita Rama Kalyanam



P4

'RRR': Epic Bromance



P11

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MASALA RADIO MANAGEMENT

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15,000 Crazy Masala Fans Experience Holi Madness!



HOUSTON: Looking at the joyful, color-streaked faces of nearly 15,000, it was clear that Good had triumphed over Evil, the essence of HOLI. Masala Radio 98.7 FM organized Houston HOLI Festival of Colors in under 6 weeks. A monumental challenge after COVID, with labor and supply shortages like never seen. Indeed, it was apparent on SAT MAR 26th that the long winter of the pandemic had ended.

People of all ages, religions, and ethnicities shook off their fears and danced with colors in a celebration of Spring, a celebration of being ALIVE. As guests entered - glimpsing at the colorfully draped columns with carved Hindu Gods & Apsaras under the opulent domes of the VPSS Haveli Temple serving as a gorgeous background for a non-Indian DJ playing Bollywood Music - they knew this was no ordinary event, Holi or otherwise. Open fields inducing HOLI color-and-flee rushes, free flowing water pichkaris, non-stop Bollywood music and dancing, comedy relief, mouth-watering street foods, and endless giveaways from t-shirts to Indian snacks and sweets encapsulated the 13th Annual Houston Holi on MAR 26, 2022, a tradition in Houston for thousands since 2008.

Bhavisha Thakkar said, "My son Ayaan is 4. For the last 2 years - most of his conscious life - he's been stuck indoors - so he raced through the fields with color and water gun as if escaping from a cage. He rode every ride multiple times - embraced the bounce house as his new second home - and it was difficult to take him home from Holi."

Returning to Holi after 5 years, Jay Sean emitted even more energy and connection with the audience. Everyone from Gen X to

Gen Z were in rhythm crooning to his hits like Down, Ride It, Do You Remember. The packed audience screamed when he sang the Hindi version of "Wanna Dance With You" and went buck wild when he sang "Down". It was incredible that Jay Sean chose to perform in Houston on his actual birthday, and the Masala Crew surprised him with a 30-person sparkler parade and cake on stage, as he humbly accepted thousands of people singing Happy Birthday. The Jay Sean Concert was presented by MIG - Meghani Insurance Group and in fact Houston Holi 2022 was insured by MIG.

The event opened with a holy prayer by Thara Narshiman, president of HGH to invoke the blessings of Lord Krishna. Local Indo American leaders Vijay Pallod, Kalpesh Rana, Swapan Dhairyawan, Ajit Patel, and Nisha Mirani were present on stage during the prayer along with elected officials including Sugar Land City Council Member Naushad Kermally and Fort Bend County Treasurer Bill Rickert. Fort Bend County Sheriff Eric Fagan said "Its great to see people of all backgrounds coming together as one. This is what America stands for." FB Precinct 3 Constable Nabil Shike and his team flawlessly helped with all traffic management. "I love the spirit of Holi. You color each other as a symbol of love, peace & forgiveness. I want to promote this in my community." Fort Bend County Judge KP George played with color with the revelers and said on stage "In color we are all ONE."

Well before the Jay Sean Concert Finale, leading local dance schools presented colorful Bollywood dances, in order of appearance: Ek Do Teen Dance, Katy Bollywood Beats Dance, Swati & Group, Aditi Bollywood Dance Sensation, Bol-



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Willy, Nanayakkara and Associates remains in full operation during this global health event. Attorneys, legal assistants and support staff will be available via phone and / or video conferencing between 8:30 AM and 5:30 PM CST. Thursday free consultations can also be scheduled by phone and video. Please contact us at (281)265-2522 or visit our website at www.grwpc.com for more information.



"RECORD BREAKING HOUSTON HOLI WITH TREMENDOUS SUPPORT FROM THE COMMUNITY"



MORE PICTURES @ [FACEBOOK.COM/HOUSTONHOLI](https://www.facebook.com/HOUSTONHOLI)



Left: Stage entertainment featured UK Chart Topper Raghav. Center: Dignitaries on stage for the aarti. Right: Dance school performers thrilled the audience with their moves.



SUGAR LAND: In ancient Hindu texts, the celebration of Holi came when the evil goddess Holika and her demon brother King Hiranyakasip were defeated by the king's good young son, Pralhad and his faith in Lord Vishnu.

The all-women Masala Radio management team of Houston Holi 2019 kept the same faith, despite all challenges. Masala Radio and Aapka Colors presented Houston Holi 2019, along with major sponsors Texans Energy and Kanya Property Management. The Color Festival boasted a record-breaking diverse crowd in 12 years with bursts of colors, energy on Saturday March 23, 12-5PM at the Crown Festival Park at Sugar Land, featuring the angel voice of South Asian pop sensation Raghav.

For the second year at this new venue, Holi Revelers were blessed with perfect weather as ABC News ran a 10 am live telecast with event director Sandhya Thakkar and the colorful Masala crew led by sales manager Rinku, event manager Payal, and admin manager Sonali. The super success of Houston Holi was only possible as major sponsors Northwestern Mutual, Britannia, Deep Foods, Ramji Law Group, and leading Community organizations Gujarati Samaj of Houston, India Culture Center, and Hindus of Greater Houston persevered to bring our ancient culture, traditions, and sheer joy to thousands and thousands at 2019 Houston Holi.

Sandhya Thakkar said, "We did not anticipate the unprecedented day-of-event rush which blocked the entire feeder between the event and the Grand Parkway u-turn." The SL Police Chief issued an or-

der to shut down the Grand Parkway exit on both sides of 59 to clear the traffic on the feeder immediately so Greatwood Residents could leave their subdivision. Guest found a way to park at UH SL and crossed the large field to make way to Houston Holi.

Vijay Palod said "Oh what an event it was! I had not imagined this kind of crowd." Alpha Juice Sugar Land gave away 1,000 kulfi's to the first 1,000 guests as they walked in! Free Kids rides spanned the park, from the new Knockball game, Top Golf Games, to Giant Inflatables with tall slides, and the ever-popular Pirates Adventure motion ride. The Kanya Property booth was turned into a rickshaw stop for free rides in authentic Indian Rickshaws and the Kanya Sholay Side Car Scooter rides. Texans Energy's Javed & Nisha Meghani, personally supervised distribution of 5000 free Texans brand spring bottled water with free balloon animals.

Northwestern Mutual's Omar Saeed & Chandani Mahant also provided an amazing balloon artist: Shaikat Dhanani, Gulshan Enterprises, & Shell Oil Company were the presenting sponsors of the live concert with Raghav.

Britannia had two tents filled with free wheat rusks and cookies and Umang Mehta was flooded with the turnout. "I have never run out of free cookies in any previous years, and this year I brought double the quantity and still ran out."

Just "Unbelievable!" Republican Congressman Pete Olson & Democratic Fort Bend County Judge KP George together made an entry to the Holi stage

in Masala Radio's Autorickshaw and wished the entire community "Happy Holi." Thura Narsimhan President of HGH, Geeta Patel President of GSH & ICC President Nisha Mirani ushered all sponsors to light the Holi bonfire and pooja to bless everyone.

The stage was led by another strong female, Emcee-Singer-Dancer Henna Shah, and official Holi DJ - DJ Nish who kept the audience pumped for a non-stop five hours. The opening act was a dazzling performance by the Carson & Barnes Circus performers. Stage Entertainment featured the timeless Raghav starting with his UK Chart topper Angel Eyes, and including his AR Rahman hit "Ishq Shava." When Gully Boy star rapper Bali took the stage, the crowd went mad with his rendition of "Apna Time Ayege."

Songbird Akhila, trained in Classical Hindustani, wowed with her mashup of the Ariana Grande hit "God is a Woman." The most hype and frenzy was created by the awesome Quattro Beats of four DJs - DJ Nish, DJ Zee, DJ AV, and DJ Tamin who absolutely rocked with his inimitable Dhol. The best part of the event was that it attracted the largest non-Indian crowd ever. Even 97.9FM's MadHatter came on stage to wish everyone Happy Holi!

A record number of local Bollywood Dance students melted hearts with their adorable dance moves, including Arya Dance Academy from Houston & Louisiana, Bollywood Dancing Stars, Dhadak Dance, Khushboo's Dance, Houston Di Shaan, HTown Divaz, Infused Performing Arts, Dancing with Dolly and Swathi's Dance

Group.

Craze Colors, the No 1 color company in the USA, sponsored the Color Rave with their high quality organic, toxin-free color powder. Shan Foods gave away Biryani and Kheer samples to demonstrate their Indian Masalas. Bollywood Superstar Akshay Kumar, a long time friend of Masala Radio, gave a shout out for Houston Holi and sent 1000 giveaway T-shirts for his upcoming Bollywood film Kesari. Amerejuve gave away hundreds of products and microderm facials by inviting guests to try their luck on their popular pink wheel of fortune, and MCFI provided free consultation on the new EB-5 Visas.

The super large park was fully packed, and guests steadily lined up at the mouth-watering Indian Street Foods booths led by Gayatri Bhawan - with their hot dosas especially the hit chocolate dosa. Nirmanz Food Boutique and Mirch Masala had long lines for their freshly made chaat. Tni India with their world-renowned Hydrabadi Biryani was completely sold out by 2pm. Biryani & Co was also a huge hit.

Tacos & Frankies offered an amazing assortment of fusion wraps with everything from paneer tikka to veg jal frezi. Tasee Pizza sold out first, offering both traditional cheese pizza and Indian pizzas filled with cilantro, paneer, chutneys and of course Masala! Sub Zero put on a show, zapping ice cream with their magical nitrogen blasters. And at the tail end, Sizzling Gyros food truck created their own magic with falafels, french fries, and chum chums. It is a tradition that Houston Holi is al-

ways a vegetarian and alcohol-free event.

Masala Radio thanks the dream team Masala Entertainment crew led by the invincible Rinku, new but extremely capable Payal, youth leader Sonali, wiz designer Carlos, and steadfast setup team of Ruchir, Mayur, Shah, Nirad, Sahil and Harshin along with 180 volunteers from local high schools.

Ticket and Info management Lauhael, Priyanka, Sangeeta, Kajal and Zubin and the amazing Radio Jockey stage management crew Dilip, Amit, Anees, Rajoo, Krupa, Priyanshi and Manali. The organizers also thank Meedu, Asit and Alex for spectacular photo-video coverage, an exceptional extended event crew and the Masala Radio jockeys who put their hearts into promoting Holi: Ina, Alka, Priya and Swati.

Special thanks for the warm welcome by City of Sugarland's Destination Manager Jessica, as well as the multiple department heads of Police, Fire, Environmental Protection, Health, and Building Permit for making Houston Holi as safe as it was fun.

Look for more pics on HoustonHoli.com and Facebook.com/HoustonHoli. Sandhya Thakkar said "This event was not possible without the tremendous support of the entire community. It is not possible to organize the event at the ticket price we have without the support of our amazing sponsors. The even bigger Houston Holi 2020 will on Sat. March 21, 2020. Above all thanks to the grace of Lord Krishna who directs us all."

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P8

From left: Jugal Malani, Anjali & Hari Agrawal, Sushila & Dr. Durga Agrawal, Congressman Kevin Brady, Angela & Chowdary Yalamanchili, Bal & Rita Sareen, and Nalini & Dr. Virendra Mathur at the 15th Annual India House Gala, on Saturday, March 24 at Sugar Land Marriott Town Square.

P5, 14 & 15

15th Annual India House Gala



Houston Holi 2018



Explosion of Colors & Energy! P12

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PICTURES AND VIDEOS @ HOUSTONHOLI.com

Go Go Go... Go Pagal, Holi Hai!!



HOUSTON: HOUSTON HOLI 2018 was an explosion of colors, energy, and triumphs of Good over Evil presented by Masala Radio, Texans Energy and Karya Property Management on Saturday March 24, 12-5PM at the brand-new Crown Festival Park at Sugar Land, featuring UK South Asian pop sensation Zack Knight.

On this beautifully overcast morning, ABC News ventured out at 10 AM for a live interview of Event Director Sandhya Thakkar, little aware that event managers and volunteers would shower the reporter with colored powder. It was a positive omen foreshadowing a hugely successful event as the Masala Radio crew, key Sponsors, and leading Community organizations Gujarati Samaj of Houston, India Culture Center, and Hindus of Greater Houston triumphed over many, many challenges to bring our ancient culture, traditions, and sheer joy to thousands at this 11th annual Festival of Colors.

South Asian families, and an unprecedented number of mainstream families and youths of every color flocked to the oversized park. Onsite free parking, free kids rides, and eight shades of colored powder were just the appetizers. Texans Energy's Javed & Nisha Megani, personally supervised distribution of non-stop free bottled water while adding surprise free caricature artist drawings. Mukesh & Smita Chawla were first in line and quipped, "I love that there is always so many new things going on at Houston Holi that we feel a part of one big family." Next door, Swapnil Agrawal's Karya Property team gave away free balloon animals and exciting picture ops on the Sholay-styled motorcycle side car. Deepika Agarwal announced on stage in pure "shudh" Hindi, "Holi mein, hum subh ek ho kai nafrat ko mitate hai, ek dosoron ko pyar karthe hai, ek rang ho ke..." ("At Holi, we all come together to destroy hate, and love one another in a unity of color.")

Leading Radio Jockey Preanka Desai masterfully hosted the first half of Holi, including some crazy contests for hundreds of free Go PAGAL T-shirts by platinum sponsor Gulshan Enterprises and printed by PMGOA.Crowds divided in two for impromptu Tug of War, catching flying Frisbees and beach balls by Prompt Mortgage and Realty, Cricket Wireless, My Tax Filer, Medinet and George Willy PC and Toro Imports. Arshad Ramji of Ranji Law Group sent t-shirts flying by way of cricket bat followed by a rain of Britannia Cookies by Deep Food's Umang Mehta. Over



300 budding Bollywood and Indian Folk dance students rocked the stage from Steps for Dancing with Dolly, Arya Dance Academy Houston, Arya Dance Academy Louisiana, Bollywood Dancing Stars, US Desi

And what timing – appearing live in Houston just weeks after his "Bom Diggy" graduated from South Asian pop hit to Bollywood Blockbuster featured as the opening song in "Sonu Ke Titu Ki Sweetie." Fans were almost uncontrollable as he sang his own hits like "Nakhare" and "Bombae" and then rendered his take on "Tum Hi Ho." Infused Performing Arts dancers further heightened the frenzy of Zack's finale BOM DIGGY performance.

By 2PM the park was packed, and guests steadily lined up at the mouth watering Indian Street Foods booths led by Sugar Land newbies Honest Indian Restaurant, Biryani Bistro and Nirmanz Food Boutique. Nirman Shah said "I happily ran out of all my food by 3PM." Gayatri Bhavan fulfilled the never-ending quest for dosas, introducing their lovely Chocolate Dosa creation. New to Katy, Tandoori Grill, along with Biryani N Grill lined up a tantalizing assortment of vegetarian grill items, followed by stalwarts Mirch Masala and Bollywood Chaat. Kwal-ity Ice Cream catered to every sweet tooth with a fusion of ice creams, golas, faloodas and the classic kulfis.

Masala Radio thanks the dream team Masala Entertainment crew led by the invincible Rinku, new but extremely capable Bhavisha, youth leader Sonali, wiz designer Carlos, multi-talented Dhaval, and steadfast setup team of Ruchir, Ninad, and Aditi, and the amazing Radio Jockey stage management crew Preanka,

Gals, USDG Lil Rockstars, Khushboo Dance Class, Prathima Dance School and finale

by Infused Performing Arts.

The second half was energized by Henna Shah, a one-woman-show, pumping the DJ Spin Offs with "Go...Go...Go Pagal" and singing hits like "Havana." Shilpi Paul further hyped up the color rave with Bollywood hits including "Balam Pichkari," "Tattad Tattad" and "Lets Nacho." DJ Spinoffs featured DJ Nish, DJ Geo, and DJ Tamim and finale DJ Zee. Dholi Rax livened the entrance while Dholi Toki Singh and DJ Zee kept the stage alive for five hours with Zee's version of BDM – Bollywood Dance Music.

The highlight of the day was Zack Knight.

Rajoo, Dilip, Ina and Amit. They also thank Gaurav, Meedu, Jesus and Nand for spectacular photo-video coverage, and exceptional extended event crew - Krupa, Sunny, Vinay, Ankit, Lauhael and newbie's Kajal and Sampurna, and radio jockeys who put their hearts into promoting Holi: Priya, Pankti, and Swati.

Special thanks for the warm welcome by City of Sugarland's Destination Manager Jessica and Parks and Rec Management Kimberly and Teresa, as well as the multiple department heads of Police, Fire, Environmental Protection, Building Permit, and Health for last minute accommodations and making Houston Holi as safe as it was fun.

But nothing would be possible without the grace of Lord Krishna who directed it all.

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Bollywood Infusion P11 & 16

Happy Vaisakhi P30 & 31

Record-breaking Pratham Gala 2017 P3, 14 & 15

16,000 GO PAAAGAL at HOUSTON Holi FESTIVAL P5 & 36

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MASALA RADIO

HOUSTON Holi 2016

Houston Gets Holi-Fied! The Ultimate Festival of Colors

P5 & 32

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GO...GO...GO PAGAL...HOLI HAI!

"OVER 16000 CELEBRATED HOUSTON HOLI WITH COLORS, MUSIC, DANCE & STREET FOODS, MAKING IT THE LARGEST & THE MOST COLORFUL SOUTH ASIAN EVENT IN HOUSTON."

THANK YOU SPONSORS, PERFORMERS, VOLUNTEERS, VENDORS, MASALA CREW & LORD KRISHNA FOR BLESSING US WITH PERFECT HOLI WEATHER!

- Sunil & Sandhya Thakkar & the Crazy Masala Crew

PICTURES AND VIDEOS @ HOUSTONHOLI.COM

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THANK YOU HOUSTON, SPONSORS, PERFORMERS, VOLUNTEERS, VENDORS, VENUE, MASALA CREW & ABOVE ALL LORD KRISHNA FOR SHOWERING US WITH BEAUTIFUL WEATHER!

SUNIL & SANDHYA THAKKAR

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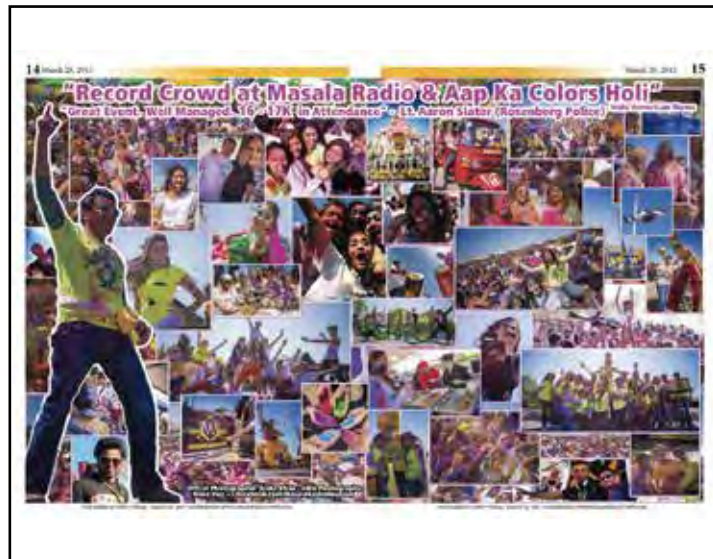
2015



2014



2013



2012



2011



2010



2009



2008



12 YEARS CELEBRATING THE COLORS OF LIFE.....HOUSTON HOLI