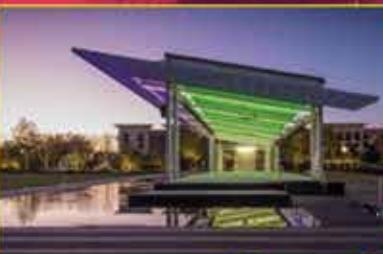




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SATURDAY 12-5PM

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6' Table with Table Cover For Retail Vendors

SATURDAY FEBRUARY 28TH 2026 12-5 PM



SPONSORSHIP AGREEMENT

This is an agreement between Sponsor named below and Sandhya Thakkar of Music Masala Inc. entered into this _____ day of _____, 2026 to sponsor HOUSTON HOLI SAT FEB 28TH, 11AM – 5PM at the MIDTOWN PARK - 2811 Travis St, Houston, TX 77006-3535.

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SATURDAY FEBRUARY 28TH, 2026, 12-5 PM



EVENT HIGHLIGHTS

WHAT IS HOLI?

- Holi is one the largest festivals of India -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 color



HOUSTON HOLI 2026

- Saturday Feb 28th 2026 from 12 – 5pm
- 16th annual Houston Holi
- Moved to fresh, larger venue: Midtown Park
- Largest South Asian event in Houston
- 12,000 – 15,000 attendance
- Over 100 Sponsors & 60 Booths
- 400 local Dancers & Performers on main stage
- Color, Culture, Music, Dance, Henna, & Street Foods
- Free Kids Rides for all ages
- DJ Spinoff & Bollywood Music Concert Finale



WHY SPONSORS LOVE HOUSTON HOLI

- High income South Asian community reach
- Early Spring weather is beautiful for Stage Promotions
- Radio Promotion of Sponsors for 2 weeks prior to event.
- Stage Recognition - Banners - Booth Public Engagement
- Event Print Marketing: 20K Flyers, 500 Posters
- Thousands of Screen Impressions - Social Media & Web



SATURDAY FEBRUARY 28TH, 2026, 12-5 PM



BACKGROUND

HOLI: THE FESTIVAL OF COLORS

Masala Radio presents the 16th Annual Houston Holi: Festival of Colors SAT FEB 28 2026 (Raindate SUN MAR 1 2026) on Saturday. 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 very nominal, attracting a large number of not only South Asian families, but the ever increasing mainstream audience from Houston and surrounding areas. 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 HOLE

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 (or something you're not attached to) and come enjoy the Houston Holi Festival 2026.

TRADITIONAL HOLI IN INDIA

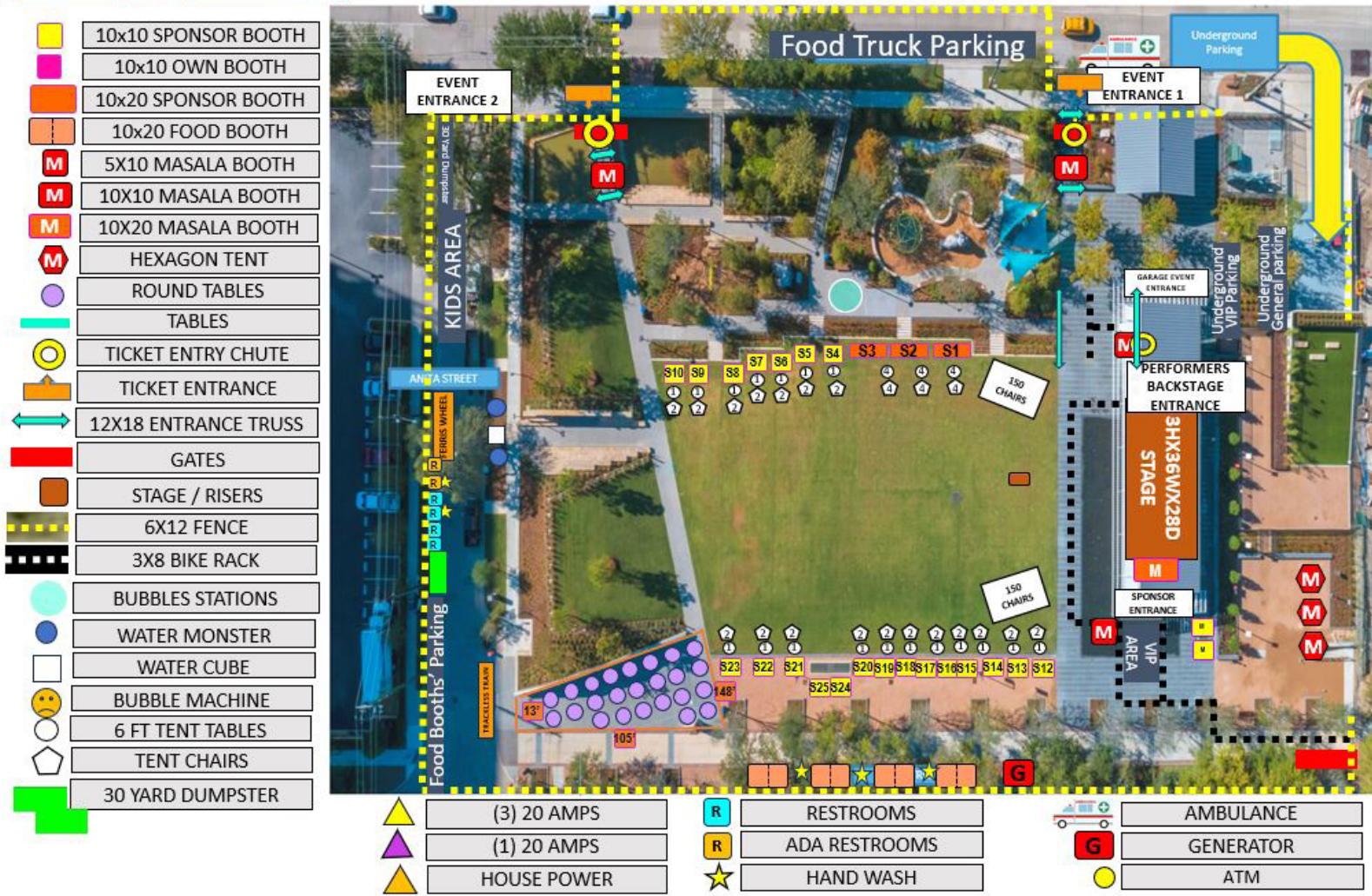
Holi is an ancient Hindu festival that celebrates the coming of Spring and the rebirth of nature. It is also known as the Festival of Colors or the Festival of Love. People color on each other as a symbol of love and sometimes even throw water filled balloons on unsuspecting neighbors. Everyone is fair 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



SATURDAY FEBRUARY 28TH, 2026, 12-5 PM



EVENT LAYOUT MASTER



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Amazing Masala Holi with Nora Fatehi : Massive Crowd, Mast Fun!

P2, P12



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Uplifting Mahasivratri at Sri Soumyakashi Sivalaya



Chinmaya Mission Houston (CMH) became a beacon of spiritual celebration. -- PAGE 3

HAPPY HOLI



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SUNIL T, SANDHYA & THE MASALA RADIO TEAM

MORE PICTURES @ HOUSTONHOLI & MASALARADIO98.7FM - INSTA & FB

Amazing Masala Holi with Nora Fatehi: Massive Crowd, Mast Fun!

HOUSTON: In the aftermath of Maha Kumbh Mela...Holi revelers witnessed the largest Indo-American gathering in Clutch City at HOUSTON HOLI on SAT MAR 1 2025 at BH Ranch presented by Masala Radio 98.7 FM. "The Ranch looked like a colorful Bollywood Set!" exclaimed many while taking pics under a 30 foot entry of cascading mirrored Rajasthani umbrellas and tassels. The last-minute addition of special guest Nora Fatehi sparked fire in the community, "Nora Fatehi happened to be in the US this week for a late night show interview and was enthralled to do her first ever Holi appearance." God blessed the event with perfect 77-degree weather, and just enough sun to dry the pichkari soakings! "Amazing Holi – no one can do this but Masala!" "Organization-Layout-Décor-Entertainment-Street Foods-Free Kids Rides – cannot see this anywhere but Houston Holi." "Holi is so inclusive as the differences of race, religion, skin color are completely obliterated amongst a rainbow of color powder, confetti tornadoes, and blossoming color smoke grenades." Comments like these poured in.

The highlight was Nora Fatehi entrance in the midst of a happily screaming, hand-outreaching crowd. She blasted color extinguishers and smoke grenades while freestyle dancing to her latest "Snake" (song with Jason Derula), "Dilbar" and a encore of one of her hottest hits "Garmi." She extended her hands to connect with countless super charged fans.

Nora is an international star and inspiration for millions - a Canadian-Moroccan singer and dancer whose sheer magnitude of talent and determination made it big in Bollywood. When Sunil T teased her doubting her ability to speak Hindi, she bellowed in true Mumbai style "Areee, mein thumse acha Hindi bolti hun!"

Under a 25 ft tall x 50 ft wide stage rocked a record number of non-stop Bollywood dances performances from 11-1 featuring Any1 Can Dance, Spotlight Dance Studio, Sandya Dance Studio, Synergy Dance Studio, Aditi's Bollywood Dance Sensation, Khooshboo Dance Studio, Kathak Nritya Kala Kendra, Arya Dance, Etheria Dance Studio, Katy Bollywood Dance Academy, Dhadak School of Performing Arts, Infused Performing Arts, Yuva Dance, India Waale Dance, Swathi Dance Group, ParDesi Pulse and Mayura Dance Academy.

Next Sunil T introduced local politicians and sponsors as they prepared for the grand Holi Pooja with Maharaj Hardik Raval from Shiv Shakti Mandir officiating & invoking blessings for all event attendees. From the actual Maha Kumbh Mela Sunil and Sand-



hya brought back Triveni Sangam Ganga Jal which was distributed by the thousands at the Vadtal Dham Mandir booth. Elected Officials included Sugar Land City Council members Naushad Kermally And Carol McCutcheon (both running along with William Ferguson in for Mayor in May), Fort Bend Cnty Commissioner Andy Meyers, representatives from Pct3 Constable Ali Sheikhani, and TX State Rep Dr Suleman Lalani. Entrepreneurs were recognized for keeping such a large production event available at low cost beginning with Title Sponsors Ramji Law Group & Majestic Developers. Platinum Sponsors included: Sheikhani Group, Amir Dodiya Wealth Preservation & Strategies, Artex Sign & Graphics, Neptune Imports, Know Your

Lingo, and Tara Capital. Bob's Lounge kept everyone hydrated giving away 10,000 bottles of water. Almost 80 individual sponsors came to receive and give blessings on the auspicious occasion of Holi the resounding victory of Good over Evil.

Hard core Holi Revelers flocked to the jam packed stage to dance in a frenzy to the nonstop Color Raves & Battle of the DJs featuring (in order of appearance): DJ Tazmayne "White Guy" playing Brown Music" with his annual epic crowd surfing, DJ Kalki "South Side" "Tollywood Fanatic", DJ Nishad "DJ turned Hero", DJ Rakib & Dj Boyd "Bombay to Goa" resident DJs @ Bob's Lounge, Sandeep Sulhan DJ & Dholi "Bhangra Master known to perform with

RDB," Each DJ blasted a unique mix to keep the crowding dancing for 3 hours. Between sets Sunil T created crazy contests for sponsors to give away dozens of AirPods and even Iphones straight into the crowds. Adding glamour between DJ sets was larger than life St. Stephens Kerala Drummers, Singer & Violinist Reeva Varghese and dancers Neha Shetty & Melissa.

Escaping the Jam-packed crowds in the main stage area, the Indian Street Foods Court were brimming with the khushboo of garlic, onions, and Indian spices. From left to right, Desi District belted out Ragada Pani Puri, Dosas, Vada, Hakka Noodles, Jalebi, and Chikoo Shake. Madhuram Mirch Masala featured their famous Raj Kachori Chaat, Pav Bhaji, & Pa-

koras, Honest attracted long lines for their grilled KGF Sandwiches, Dabeli, Raj Kachori, Manchurian with Veg Fried Rice, and Vada Pao. Desi Delight offered amazing Biryani, Paneer Tikka Masala Wraps, Chow Mein & Hakka Noodles, Samosas & Spring Rolls. Paneer Makhani, Jay Bhavani featured their award winning Vada Pav, Pav Bhaji, Chole Bhature, Paneer Tikka Pasta and Mango Lassi, and newbie Hashtag India hit the market with a bang with their Dosas, Pooris, Gobi 65, Veg Manchurian, and Onion Samosas. Honest Restaurant was the exclusive caterer for the VIP section with their grilled mini Paneer Sandwiches, Pani Puri, Jaljeera Coolers and Chai.

Young families escaped the crowds entering a lakeside kids zone filled with bubbles, breezy colorful pennants, and free kids rides by Keemat Grocers. New instant hit this year was the Free Cotton Candy booth! Parents relaxed in covered gazebos and tents while kids balanced colorful cotton candy as they raced between the Pirate's Adventure, Spiderman Giant Obstacle Course, and the Train Rides.

55 Crazy Masala Crew turned this 16th Annual Houston Holi Festival of Colors into one of the smoothest ever! Office Management: Rinku, Jigisha, Vyoma, Aahil, Nilesa, Vidya & Badal. Event Logistics: Ruchir, Ninad, Sohail, & Naila. Stage: Mehran, Suji, Dilip, Preanka, Bhavisha, Josh, Nikhil, Sandeep, Eesha, Sofia, Sahil T, Vinay, Harshin, Alkesh & Jyotsana. Radio Jockeys: Anish, Amit, Ina & Swati. Volunteers: Simran T & Priyanshi. Ticketing Rishita, Abhishek, Varalakshmi, Abhirupruth, Priya, Santosh, Bharadwaj, Victor, Romit. Parking: Surya, Nitin, Krishna, Rahul, Sudheer, Prudhvi. Info: Shivangi & Bindu. Kids Rides Nikhtha, Chitra, Sravani, Ruchira & Santosh. Photo & Video: Gaurav Hariyant Studios, Joshua Escalante, Aman Amin. Photos & Videos on HoustonHoli.com / Facebook & Instagram Houston Holi and MasalaRadio 98.7FM.

Special recognition for an emerging talent in Houston, Aahil Vrani, videographer and editor, who has given Masala Radio 98.7 FM and Houston Holi a paradigm shift as seen in the upscaled their social media platforms. His past work includes the music video Mubarak Ho Salgirah which crossed 1.3 million views on YouTube, and collaboration with Indian rap star Rob C. and Salim-Sulaiman's label, Merchant Records. Beyond music videos, Aahil plays a key role at Masala Radio 98.7FM, managing screen production for Houston Holi and Diwali establishing recognition nationally for his creativity, technical skills, and ability to handle large-scale productions with precision.

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BEST HOLI EVER: Masala Radio's Houston Holi!



Over 13,000-thousand citizens... one of the BEST HOLI's EVER!! Masala Radio 98.7 FM management team agrees... been God-blessed another... best venue, best crowd, most sponsors, greatest giveaways, most interviews, recognition, and the most performers... EVER!! Vibes before Holi... every day on radio. Sure I had been praying to God for overcast clouds so families could really safely play their outdoor event and play Holi... Weather turned out to be near perfect - 71 degrees, overcast with a light breeze... everyone that attended felt God's infinite presence.

P2-P3

Super Tuesday Winners



Tariq Palir was one of the winners of the Super Tuesday primaries... P2

Mama's Life Celebration



Mama, 96, with sons, Jay and Ravi and daughter of Coordinator of Life India and Equality of Indian Americans organization. - P2

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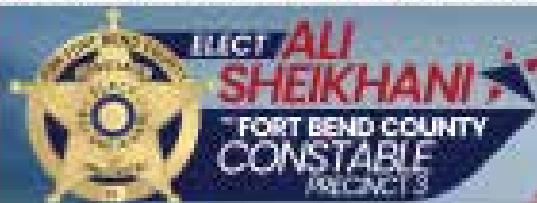
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BEST HOLI EVER: Masala Radio FM 98.7's Houston Holi Festival of Colors!

Over 13,000 thousand chimed... one of the BEST HOLI's EVER!! Masala Radio 98.7 FM's management team agrees...best God-blessed weather...best venue, best crowd, most sponsors, greatest giveaways, most delicious food court, and the most performers...EVER!! Weeks before Holi, every day on radio, Sunil T had been praying to God for overcast clouds so families could really enjoy the outdoor event and play Holi. Weather turned out to be near perfect - 77 degrees, overcast with a light breeze. Everyone that attended felt God's divine presence. You could see it in people's smiles, kids running around with pichkaris, teenagers dancing, the adults enjoying dance performances and all the amazing street foods by some of Houston's best restaurants. Esha Nargorwalla, a student at Rice University, said "I've been coming to Holi since I was a kid. This is my 7th Masala Holi and this was absolutely the finest. This time I saw a more younger crowd than any year before. I brought my non-Indian friends from college, and they loved festival of color ... it was like no other."

Masala Radio 98.7 FM's Houston Holi Festival of Colors on Saturday March 2 was held at a real Texan ranch - BH Ranch. Revelers swarmed in gleeful pockets all over. Jam-packed crowds in the circular performance zone with 25 foot high sound & video screens, threw color powder and sprayed water on each other and danced while the fragrance of the giant food court of exotic Indian and fusion street foods lingered in the air. People of all ages, ethnicities and color became one as everything else seemed to disappear in bright colors, colorful smoke blasters and a rainbow of confetti.

The massive stage and giant speakers felt like a set of a Bollywood movie song shoot. The show started off with energetic dance teams performing to variety of mostly Bollywood and a few increasingly popular Tollywood songs. Sunil T next directed the Holi Pooja with Maharaj Pradeep Pandya from Siddhi Vinayak and HGH's Thara Narsiman officiating & invoking blessings for all event attendees. Present on stage were our elected officials... Judge KP George, Mayor Ken Mathews, Commissioner Andy Meyers, Constable Nabil Shike, State Rep Dr Suleman Lalani and Council Member Naushad Kermally. Sunil introduced them as our real life Avengers that are fighting crime, improving buildings & infrastructure, passing laws and making life in Fort Bend County the best you can have in the world. Also present for the Holi Pooja on stage were candidates in the upcoming elections and some of the top business leaders of Houston - CEO's, doctors, lawyers, and real estate developers - representing over 2 billion dollars of net worth - humbly praying for the Lord's blessings for all. These Entrepreneurs were recognized for contributing some of their success to this type of community event. Title Sponsors were Ramji Law Group & Elite Mingle. Concert



Sponsor Savant Energy. Platinum Sponsors included: Amir Dodiya Wealth Preservation & Strategies & Ali Sheikhani.. Gold Sponsors Deep Foods, Bob's Lounge, Pervaiz Jasani, Harry Shah, Neptune Imports, Dawat Rice, Tara Capital & McDonalds. Other top sponsors included Artex Signs, Texas Jasmine, Tanish & Jindal Group & others.

Then DJ Nish dropped a crazy track and the youthful energetic crowd started to come alive after a long cold winter, kicking off the The Battle of the DJ's between popular Indian DJs, Zee, Impact, Kalki vs the non-Indian DJ Tazmayne.. Spinning Bollywood EDM and vying for the greatest audience response.

Sunil T invited a few excited non-Indians to dance onstage with DJ Tazmayne and joked "not only can these guys Bhangra, but they are jumping so high they will fall off the stage!" Twin Sisterzz broke the the DJ mold with not one, but two female DJs offering a different flare of EDM mixes all the way from Philadelphia. The hints of Punjabi in their voices and their music added the nonstop hype. Colors and hands were flying in the air. "I was caught up in a hypnotic moment of senses. My mind and body started to give into the sights and sounds of the festival and I felt elevated in a spirituality remix.". Sandhya Thakkar smiled, "This is why we do this. We want to share the colors of our mystical Hindu culture with everyone in Houston. With colors on our bodies, we all look the same, and start to celebrate life without judgement, without barriers."

When Sunil T introduced ARJUN, music lovers from every corner of the festival stopped and swarmed to the stage for 30 minutes of pure concert pleasure. After a 5 year performance hiatus, Arjun completely rocked the stage with his hits and remixed covers "Ambarsariya", Kesarinya, Khabhi Jo Badal, Lagdi Lahore Diya, and then the most hype finale "Suit, Suit" which he originally sang with Guru Randhawa. The audience was simply not letting him go, and summoned him back with the loudest cheering and even banging on the stage until he added one more "last song" Kolaiveri Di, surprising all with some lines in perfect Tamil, hinting at his Sri Lankan roots. Arjun from the UK was indeed the most humble artist in Houston Holi's 15 year history despite his enormous talent.

While the dance crowd was glued to the stage, kids enjoyed their own space on the other side of the lake, filled with magical Keemat Kids Rides. A Gazillion bubbles - including some bigger than the kids - marked the entry to the Kids with giant Gladiator and Dinosaur Themed Inflatable bounce houses and 2 story slides, Spinning Dixie Ride, Train Ride with views of the entire event, and even a cool McDonalds Soccer Game with coveted French Fry Gift Cards!! The kids were incredulous that everything was free and unlimited. Tucked peacefully in this corner was a special opportunity to feed rescued cows from the Gaushala, a cow

16 March 8, 2024

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MORE PICTURES @ MASALARADIO98.7FM - FB & INSTA



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Masala Holi Madness with 15,000 Fans!



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 9-11, 12.

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P4

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P11

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“15,000 PEOPLE & OVER 50 VENDORS AT MASALA’S HOUSTON HOLI 2022”

HOUSTON ★ CHRONICLE



"THANK YOU GOD, THE AMAZING MASALA CREW, VPSS TEMPLE, PARTNERING ORGANIZATIONS, SPONSORS, VENDORS, PERFORMERS, VOLUNTEERS, FAMILY, FRIENDS & THE THOUSANDS WHO ATTENDED. WE DID IT TOGETHER!!"

MASALA RADIO MANAGEMENT

The logo for Masala Radio 98.7 FM. It features the station's frequency '98.7' in a large, bold, black font on the left. To its right is a red square containing a white 'M' logo, followed by the text 'MASALA RADIO' in a bold, black, sans-serif font. To the right of the text is a blue circular icon with a white '24/7' inside. The entire logo is set against a dark background.



April 06, 2018

2017

Friday, April 07, 2017 | Vol. 36, No. 14

Indo American News
36th Year

Bollywood Infusion P11 & 18

Happy Vaisakhi P38 & 31

Record-breaking Pratham Gala 2017 P3, 14 & 15

Pratham

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

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36 April 07, 2017

MASALA RADIO STAR PLUS **Tara Energy**

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."

Photo collage of the Houston Holi festival.

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

2016

Friday, April 01 2016 | Vol. 35, No. 14

Indo American News 35th Year

MASALA RADIO BIGGEST FESTIVAL OF COLORS IN USA Holi 2016

Houston Gets Holi-Fied ! The Ultimate Festival of Colors

Photo collage of the Houston Holi festival.

P5 & 32

32 April 01, 2016

MASALA RADIO &TV **Tara Energy**

"15,000 RECORD INTERNATIONAL CROWD AT 9TH ANNUAL HOUSTON HOLI SURROUNDED BY DANCE, COLOR, MUSIC AND JOY" abc13 NEWS

Photo collage of the Houston Holi festival.

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

PICTURES & VIDEOS >> HOUSTONHOLI.COM

2015

28 March 27, 2015
"HOUSTON HOLI ROCKED"
 RECORD YOUNG & DIVERSE CROWD IMMersed
 IN COLOR, MUSIC, DANCE & JOY! HOUSTON CHRONICLE

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

HOLI PICS ON >> HOUSTONHOLI.com

2014

14 April 14, 2014
"SUN-KISSED HOLI BREAKS ALL RECORDS. 18,000 PEOPLE REVEL IN FULL COLOR"
 Indo American News

"THANK YOU ALL SPONSORS, VOLUNTEERS, PERFORMERS, MASALA CREW FOR MAKING THIS THE BIGGEST HOLI EVER. AND ABOVE ALL LORD KRISHNA FOR BLESSING US WITH PERFECT WEATHER. HALO RE HALO !!! SUNIL T"

2013

14 March 30, 2013
"Record Crowd at Masala Radio & Aap Ka Colors Holi"
 Great Event - Well Managed - 16-17K in Attendance - Lt. Aaron Slaten (Rosenberg Police) Indo American News

"Masala Radio Holi - The Largest South Asian Event in Houston History!"

2012

March 20, 2012
SUNDAY, MARCH 4, 2012 12-5pm SEABOURNE CREEK PARK FESTIVAL OF COLORS

MASALA RADIO HOLI - THE LARGEST SOUTH ASIAN EVENT IN HOUSTON HISTORY!

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MASALA RADIO
 1050-AM 91.1-FM

2011

Indo American News
 Holi Holi!

K22 Reopens

2010

Indo American News
 Record Crowds Flock to Holi 2010

2009

Indo - American News
 Masala Radio Spreads Holi Colors in Thousands

Run Banar Yeh Holi

2008

Indo American News
 A Day of Color, Joy and Harmony

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