

Envision . Execute . Experience



www.sa-group.in

SAGROUP
Event • Advertising • Technology • Travel



Estd. 1998



We are

SA Group of companies with *2 decade* of learning in delivering maximum satisfaction through curated *Service bouquets*, cutting edge technology support and vintage event planners.

Our Business...

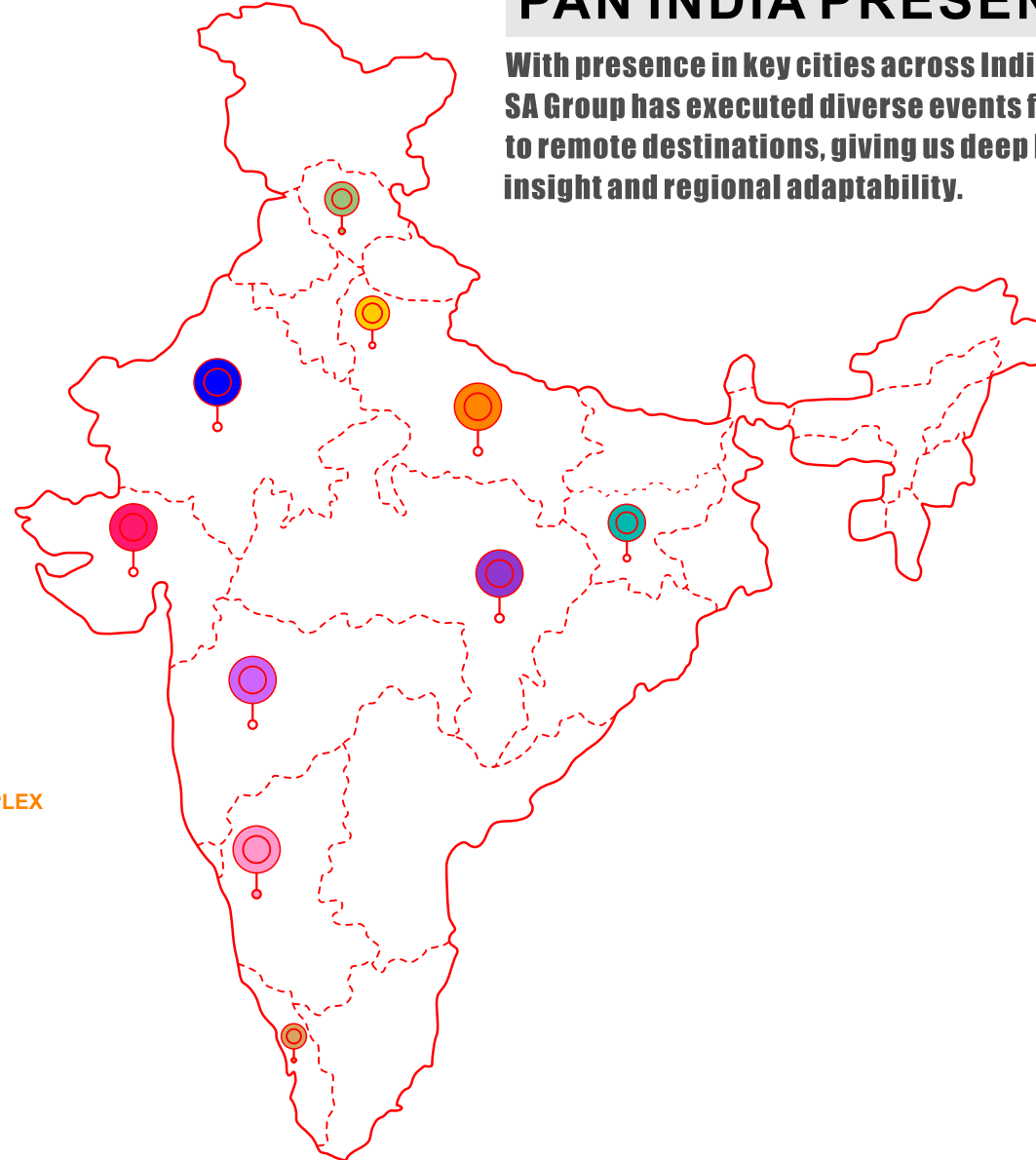


SA Group operates through five key business entities.

The company brings a range of contemporary services and decades of expertise to the event management industry.

PAN INDIA PRESENCE

With presence in key cities across India, SA Group has executed diverse events from metros to remote destinations, giving us deep logistical insight and regional adaptability.



1

GUJRAT
TANKARA

2

RAJASTHAN
JAIPUR (FAIRMONT HOTEL)

3

MUMBAI
RAMSHETH THAKUR SPORTS COMPLEX

4

LUCKNOW
UTTAR PRADESH INETRNNATIONAL SPORTS COMPLEX
GIRIJA DEVI SANSKRITI SANKUL (VARANSI)

5

HIMACHAL PRADESH
SIMALA

6

DELHI
Jawahar Lal Nehru Stadium
Central Park Connaught Place
Thyagraj Stadium
Indira Gandhi Stadium

7

RANCHI
RADISSON BLU

8

BIHAR
PATNA

9

GOA

10

KERALA

Our Services...



SA-GROUP is a full service live events company providing innovative and eye-catching shows, memorable unique & experiential events across India.

We take your brief, then design, build unique and creative environments. Which increase footfall and provide the perfect platform to meet your customers, thus increasing brand awareness and ultimately increasing sales.



APPROACH

STAKEHOLDER ENGAGEMENT

We Foster Open, Regular Communication With All Stakeholders—clients, Vendors, Artists, And Venues—using Scheduled Briefings And Collaborative Platforms To Ensure Seamless Coordination.

QUALITY ASSURANCE

Our QA protocols include pre-event checklists, vendor audits, rehearsals, and on-site reviews. Quality is embedded in every touchpoint of planning and delivery.

RISK MITIGATION

Risk Assessment Is Done Early, And Contingency Plans Are Created For Logistics, Weather, Crowd Control, And Technical Issues, Ensuring Smooth Execution Regardless Of Circumstances.

COORDINATION FRAMEWORK

We Adopt A Hub-and-spoke Model For Internal-external Coordination, With A Central Project Lead Ensuring All Team Members And Partners Are Aligned And Informed.



APPROACH

SCOPE OF WORK UNDERSTANDING

We Begin By Thoroughly Understanding The Event's Nature, Scale, Client Objectives, And Key Deliverables. This Ensures All Stakeholders Are Aligned, Expectations Are Set Correctly, And Resources Are Allocated Efficiently.

STRATEGIC APPROACH

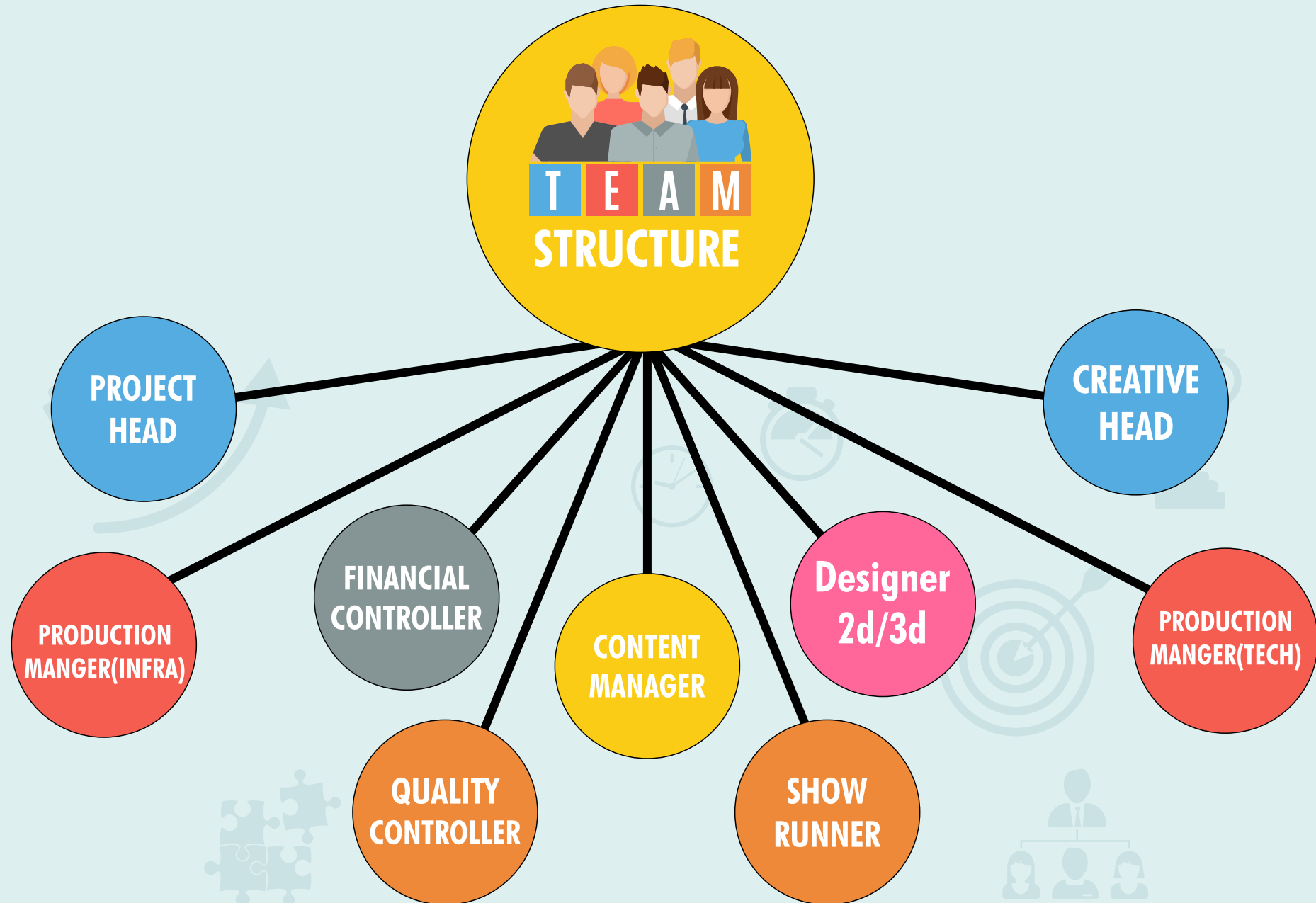
Our Strategic Approach Blends Creativity With Structure. We Identify The Event's Core Message And Build An Experience Around It Through Thematic Planning, Audience Engagement, And Immersive Storytelling.

Methodology

We Follow A Phased Methodology: Discovery > Concept Development > Detailed Planning > Execution > Feedback. This Ensures Clarity At Each Stage, Minimizing Risk And Maximizing Quality.

Execution Planning & Timeline

A Clear Timeline With Defined Milestones Helps Ensure Timely Execution. Our Gantt Charts And Project Management Tools Allow For Tracking Progress And Maintaining Accountability.



Our Clientele...



Highlights...

more than **5000+** events
planned & executed
Specialized in **Mega events** executions
Corporate & Govt. events
Big fat weddings... live **concerts**
Festival events... Cultural/folk **Dancers**
Celebrity management...
...**Lac+** entry management



EVENTS SHOWCASE.

Since more than two decades, we have been making lifelong memories for our clients through our best-in-breed services. Here's a look at some of *our past events*.

“Simplicity is the ultimate sophistication.”
-Leonardo Da Vinci



GOVERNMENT EVENTS

some of *our past events.*



BODOLAND MAHOTSOV

KD Jadhav, IG Stadium, Delhi

Bodoland Mahotsav is a mega event on language, literature, and culture to sustain peace and build a Vibrant Bodo Society



November 2024

SAMPOORNA RAMAYAN EVENT - 2024

Jawahar Lal Nehru Stadium, New Delhi



October 2024

200th JANMOTSAV SMARANOTSAV OF MAHARISHI DAYANAND SARASWATI

Tankara, Gujarat



Feb. 2024

SAMPOORNA RAMAYAN EVENT - 2023

Jawahar Lal Nehru Stadium, New Delhi



October 2023

RASHTRIYA SANSKRITI MAHOTSAV

Central Park, Connaught Place, New Delhi



Sept./October 2023

ARYA SAMAJ STHAPANA DIWAS

IAMS objective is to spread the message of human welfare originating from Vedas and to promote the principles of universal brotherhood.



March 2023

200th BIRTH ANNIVERSARY OF MAHARSHI DAYANAND SARASWATI

I.G. Stadium, Delhi



महर्षि दयानन्द सरस्वती
200^{वीं} जयन्ती
ज्ञान ज्योति पर्व



March 2023

MEGA EVENTS EXECUTIONS.

some of *our past events*.



Govinda Aala Re

IG Stadium, Delhi



August 2024

ECL Cricket League

Thyagraj Stadium, Delhi



August 2024

ROOTPURE

IG Stadium, Delhi



August 2024

ICC T20 FAN PARK (INDIA V/S PAKISTAN-LIVE STREAMING)

IG Stadium, Delhi



June 2024

STOCK MARKET GROWTH CONCLAVE 2023

Thyagraj Stadium, Delhi

STOCK MARKET
GROWTH CONCLAVE



March 2023

SOCIAL MEDIA GROWTH CONCLAVE

Talkatora Stadium, Delhi



March 2023

MDH

Thyagraj Stadium, Delhi



March 2023

DAV

I.G. Stadium, Delhi



Feb. 2023



INTERNATIONAL CORPORATE EVENTS.

some of *our past events*.



FGR 24

IGI Stadium, Delhi



April 2024

FGR 24

IGI Stadium, Delhi



April 2024

VCONx

Talkatora Stadium, Delhi



October 2023

VCONx

Talkatora Stadium, Delhi



October 2023

MDH Stall @Bangkok Execution

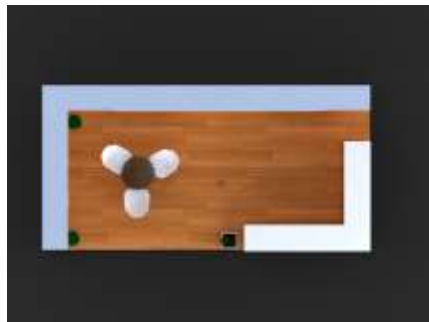


May 2023

MDH Stall @Bangkok Planning

Name of Event: **THAIFEX - ANUGA ASIA 2023**

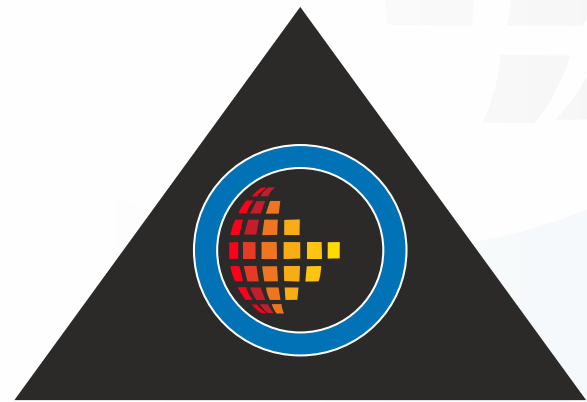
Client: **MDH**



May 2023

CORPORATE EVENTS.

some of our past events.



Leadership Conclave 4.0

Yashobhoomi, Dwarka-Delhi



Sept. 2024

MDH Mehfil-E-Sartaj Chandigarh



April 2024

BEL - GHAZIABAD

JLN Stadium, Delhi



Celebrating
50th GOLDEN JUBILEE ANNIVERSARY, DELHI



October 2023

DAUPHIN

IG Stadium, Delhi



October 2023

FUNNEL GROWTH - 2023 AT I.G. STADIUM



January 2023

RCM EVENT - 2022 AT I.G. STADIUM



November 2022

NUTRICHARGE EVENT - 2022 AT I.G. STADIUM

NUTRICHARGE®
Sabse Pehle Sehat



November 2022

IMC EVENT - 2022 AT I.G. STADIUM



November 2022

VESTIGE EVENT - 2022 AT CROWN PLAZA, DELHI



November 2022

.LIVE CONCERT.

some of *our past events*.



MDH - B PRAAK EVENT

I.G. Stadium, Delhi



July 2023

ICONIX - Darshan Raval Live Event, IG Stadium



July 2023

ASTITVA - 2023 AT I.G. STADIUM, DELHI



April 2023

SATINDER SARTAAJ - 2022 AT I.G. STADIUM DELHI



December 2022

SHAM E BANARAS EVENT - 2022 AT THE LALIT, DELHI



October 2022

GLIMPSES OF FEW OTHER EVENTS.

some of our past events.





INTERNATIONAL ARYA SAMAJ MAHASAMELAN



UDAAN 2019 - INTERNATIONAL MRKT. CORPORATION



MDH - 100 YEARS OF CELEBRATION



LAKSHAY 2019 - 12TH ANNIVERSARY CELEBRATIONS





SWIG EVENT 2019



BADSHAH LIVE CONCERT



2ND KUMAR SANU AWARDS



LUCKY ALI-LIVE-IN-CONCERT



EXHIBITIONS.

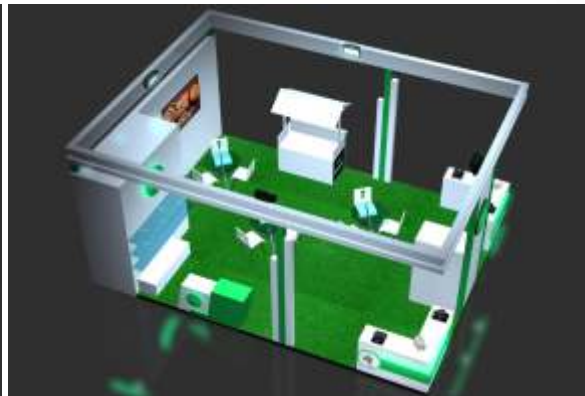
some of *our past events.*



Good Dot, IG Stadium, New Delhi

good
dot

Name of Event: **AAHAR**
(The Intl. Food & Hospitality Fair)
Under **FICCI - ITPO, DELHI**
Client: **Good Dot**



MDH Stall @Pragati Maidan, New Delhi Planning



Name of Event: **AAHAR** (The Intl. Food & Hospitality Fair)

Under **FICCI - ITPO, DELHI**

Client: **MDH**

Achievement: 3rd Prize for participation



MDH Stall @Pragati Maidan, New Delhi Execution



MDH Stall @Lucknow

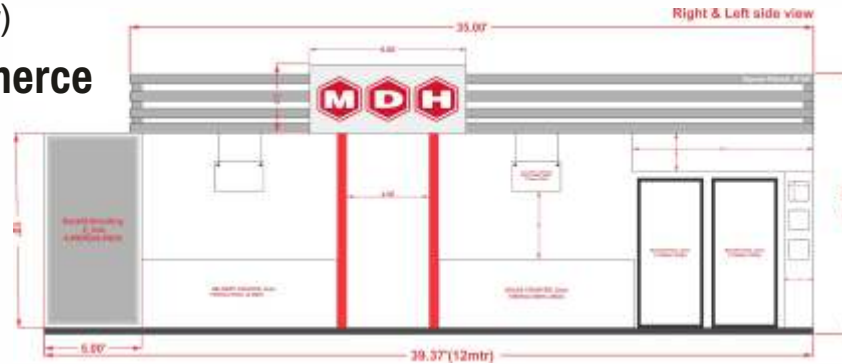
Planning

Name of Event: **UPITEX**

(Uttar Pradesh Intl. Trade Expo-Lucknow)

Under PHD Chamber of Commerce

Client: MDH



MDH Stall @Lucknow Execution

PHD
UPITEX₂₀₂₃

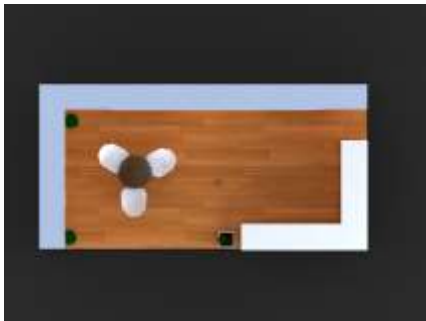
23-27 FEBRUARY 2023



MDH Stall @Bangkok Planning

Name of Event: **THAIFEX - ANUGA ASIA 2023**

Client: **MDH**



MDH Stall @Bangkok Execution



SPINCO @Greater Noida, UP Planning

Name of Event: **PMEC & CPHI**
Under **Informa Market**
Client: **SPINCO**



SPINCO @Greater Noida, UP Execution



Thanks

**OPEN
HOUSE**

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<https://sa-group.in>

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