



Sarve Bhavantu Sukhinah

A Global Initiative for
Universal Well-Being



43rd

**THE WORLD'S LARGEST
INDIA DAY PARADE**

**SUNDAY
AUGUST 17th 2025**

MADISON AVENUE, NYC



FEDERATION OF INDIAN ASSOCIATIONS FIA NY-NJ-CT-NE

info@fianynjct.org | www.fianynjct.org

The World's Largest India Day Parade

Sarve Bhavantu Sukhinah सर्वे भवन्तु सुखिनः

A Global Initiative for
Universal Well-Being

The 2025 India Day Parade theme highlights "Sarve Bhavantu Sukhinah," (May all be happy, May all be free from suffering). Derived from the ancient Sanskrit script as a positive healing message to extend positive and healing wishes for universal happiness peace and global harmony.

Grand Event on
Madison Avenue, NYC



**“Happiness is when
what you think,
what you say,
and what you do
are in harmony.”**

- Mahatma Gandhi



About FIA

The Federation of Indian Associations (FIA) NY-NJ-CT-NE is one of the oldest and largest non-profit grassroots umbrella organizations. Established in 1970, the FIA represents the growing Indian diaspora in the Northeast USA. Through its over five decades of deep-rooted grassroots community engagement and enhancement initiatives, FIA has grown in tandem with the Indian diaspora while continuing to promote, safeguard, and nurture the values and culture that are vital to the Indian American community.

The Federation of Indian Associations (FIA) is established in eight states of the USA: New York, New Jersey, Connecticut, Massachusetts, Rhode Island, New Hampshire, Vermont, and Maine.

Mission and Vision

Effective voice of the Indian diaspora in the USA with the mission of community assistance and amplifying community-specific issues seeking resolution, along with enhancing Indo-U.S. ties.

- Numerous result-oriented pursuits of prominent issues impacting India and the Indian diaspora in the USA include immigration issues, India visa simplification suggestions, and implementation requests based on the community's output.
- Aiding in natural or accidental calamities; fund-raising for educational, health care, and special assistance programs implemented in India; as well as providing assistance to the diaspora with domestic violence.
- Project and promote India's festivals, including Republic Day and Independence Day celebrations.



Saurin Parikh
President

The 2025 India Day Parade marks the community's 43rd annual celebration, honoring the 78th anniversary of India's independence. This year, we have thoughtfully chosen the theme "Sarve Bhavantu Sukhinah," which translates to "May all be happy, may all be free from suffering." As a proud New Yorker, a U.S. citizen, and a person of Indian origin, I am honored to lead the efforts in organizing the largest India Day celebration outside of India. The annual celebration commemorates the ultimate sacrifices made for freedom and advances our effort and our continued resolve to unite our diverse community by celebrating liberty, happiness, and collective well-being.

Along with the FIA Board, FIA 2024 and 2025 Executive team, the 2025 Parade Council and the entire FIA fraternity, I warmly invite and appeal to all of you; please participate and support our initiatives. Let's come together to celebrate, promote happiness and well-being for all. Throughout the year, through various and diverse initiatives, we encourage your support, suggestions, promotion and participation in all the various activities and initiatives that aim to strengthen our communities and make them better for the world around us.



FIA Achievements



FIA was honored with the **Pravasi Bharatiya Samman Award** 2021 for Community Service



FIA Creates History, Enters Congressional Records, Vol.168, No.81



FIA holds **2 Guinness World Records:** Highest Number of Unique Flags Flown & Largest Damaru Ensemble



41,000+ meals distributed in the USA and India during the **Diwali Soup Kitchen Drive**



11,000+ Applicants helped in Community Outreach Programs



FIA shipped **\$55 Millions** of medical cargo to India as part of its continued efforts to help its motherland tide over the Covid crisis



Over **20,600+** participants at India's Republic Day Annual Dance Competition **'Dance Pe Chance'** in 41 years



Flag Hoisting at the Iconic Times Square in New York City to Celebrate India's Independence Day



World's largest India Day Parade in Manhattan with **over 150,000+ visitors** 3 years in a row.

FIA India Day Parade NYC Facts

The World's Largest India Day Parade in Manhattan, NYC

- The Most Prestigious International Celebration of India's Independence day.
- Parade held in the Financial Capital of the world in the heart of NEW YORK CITY for 42 years.
- India Day Parade provides a distinctive opportunity for the sponsors to connect with the most enthusiastic, liberal & high- spirited migrant community – The South Asian Indians

Over **1,50,000 Visitors** 3 Years in a row

LIVE **Telecast** in **90 Countries**

500+ Sponsors (1981-2024) who have made the parade an Iconic Event

85+ Mainstream Media Coverage

35 million+ Social Media Reach

100+ Celebrities, Dignitaries & International Icons (1981-2024) who have honored the parade

40+ Colorful Tableau in Parade Every Year

50+ Cultural Performances and Marching Groups



**“Our steps
Echo freedom,
Our voices sing peace,
Our hearts beat as
One in celebration”**

Join us as we march together in freedom, expressing our shared hopes for global peace and harmony. Let's make the 2025 India Day Parade a powerful testament to unity, diversity, and the enduring spirit of cultural celebration.

Together, let's create another edition of a memorable celebration of caring for humanity.



**Sarve
Bhavantu
Sukhinah**

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Universal Well-Being



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**SUNDAY
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MADISON AVENUE, NYC



**Mission of The World's
Largest India Day Parade
Grand Event in New York City**

Tradition guides us toward avenues for exploring universal happiness and freedom, transcending the boundaries of nation and culture. Peaceful coexistence and care for others serve as fundamental principles that lead communities toward genuine connection and mutual understanding. This year's theme, "Sarve Bhavantu Sukhinah," emphasizes the universal message of peace, healing, and harmony for all.

We invite all the business forums to be part of this grand event and make this event a huge success.

For sponsorship, booths, floats please email us at info@fianynjct.org



500+ Iconic brands joined India Day Parade-NYC

(1981-2024)

Showcase your brand with global giants

Our Past Sponsors



सत्यमेव जयते
Consulate General of India,
New York



Glimpses of Past Parades (1981-2024)



The India Day Parade in New York is orchestrated by FIA of New York, New Jersey, New England & Connecticut, with the purpose of commemorating India's Independence Day in August. At one of the biggest cultural extravaganzas in the USA, thousands of diaspora members come together for the largest parade outside of India to commemorate the nation's independence.

Marching bands, police contingents, tableaux by different American-Indian organizations, and cultural performances by young American-Indian youngsters are all featured in the parade. Each year, prominent figures from India are invited to participate in the procession as grand marshal and chief guests. In the past, Sonakshi Sinha, Pankaj Tripathi, Manoj Tiwari and head of Juna Akhada Swami Avdheshanand Giri ji Maharaj have headlined the parade as special guests.

Flag Hoisting at Times Square

Billboard at Times Square



Save the Date

August 15th, 2025, Times Square - NYC

50+ Marching Groups



A spectacular parade drawing over 150,000+ spectators and 50+ diverse marching groups, Manhattan's Madison Avenue becomes a global spectacle of unity. With media coverage spanning national networks, attracting communities, leaders and people from around the globe.

40+ Colorful Floats



Spanning nearly a mile with 40+ intricately designed floats representing different Indian and global states, cultural narratives, and brand stories, this parade transforms New York's streets into a mesmerizing visual extravaganza. Featuring thematic floats from diverse cultural groups and prominent brands, each float becomes a masterpiece of creativity drawing massive crowds and media attention, turning this cultural celebration into a must-see urban phenomenon.

45+ Booths & Food Courts



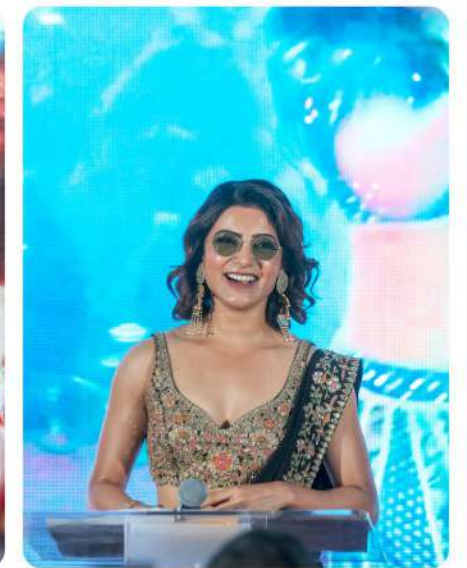
A culinary wonderland featuring 45+ global food stalls, where flavors dance and cultures converge. More than just a feast, this carnival transforms into a vibrant marketplace of taste, technology, art alongside traditional and international brands waiting to be discovered.

FIA celebrates the flavor of Indian Culture in the USA



A star-studded cultural spectacle featuring Bollywood icons and global celebrities, showcasing 20+ dance forms with performances that transcend mere entertainment. From soul-stirring Bharatanatyam to high-energy Bhangra, these performances become a magnetic cultural experience that captivates diverse audiences and celebrates the universal language of movement.

India Day Parade Grand Gala



The exciting and fun-filled Gala event of India Day Parade will include gaiety and enthusiasm. India Day Parade is an annual celebration for Indo-American residents reflecting Indian heritage and culture for the entire USA featuring a dinner and variety of fun activities for revelers of all ages. Around 500 attendees including Sponsors, Partners, Celebrities, Chief Guests, Govt. officials and other dignitaries are gathered under one roof and honored with mementoes.

150,000+ Visitors

Contribute to The Community and Become an Esteemed Sponsor

We invite you to participate and showcase in one of the largest Indian-American Event in the USA, India Day Parade and be the part of the merriment headlined by top celebrities attending the event. Let your brand grow with us and get visibility in front of thousands of people.



**Title
Sponsor**



**Associate
Sponsor**



**Diamond
Sponsor**



**Platinum
Sponsor**



**Gold
Sponsor**



**Silver
Sponsor**



**Bronze
Sponsor**

THE WORLD'S LARGEST
INDIA DAY PARADE, NYC

10+ Events | 40 Million+ Audience Reach | 70+ Branding Avenues

FIA Events 2025 Sponsorship ROI		Audience Reach & Demographics East Coast USA Indian Diaspora		Brand Visibility	Media & PR Exposure
Republic Day Celebration, Dance Pe Chance	Saturday, February 1st, 2025	Total Audience: 2,100+	Social Media Reach: 2,00,000+	10+ Logo Placement Avenues 15 Days Broadcast TV Advt. 8 Newspapers x 3 Advt. cycles	10+ Press Coverage 10+ Social Media Mentions
International Women's Day	Saturday, March 8th, 2025	Total Audience: 150+	Social Media Reach: 20,000+	10+ Logo Placement Avenues 8 Newspapers x 2 Advt. cycles	10+ Press Coverage 10+ Social Media Mentions
Bihar Diwas	Saturday, March 22nd, 2025	Total Audience: 150+	Social Media Reach: 20,000+	10+ Logo Placement Avenues 8 Newspapers x 2 Advt.cycles	10+ Press Coverage 10+ Social Media Mentions
Gujarat-Maharashtra Day	Thursday, May 1st, 2025	Total Audience: 150+	Social Media Reach: 20,000+	10+ Logo Placement Avenues 8 Newspapers x 2 Advt. cycles	10+ Press Coverage 10+ Social Media Mentions
Indian Flag Hoisting at Times Square and ESB Tri-color Lighting Ceremony	Friday, August 15th, 2025	Total Audience: 10,000+	Social Media Reach: 5 Million+	7+ Logo Placement Avenues 8 Newspapers x 8 Advt. cycles	48+ Press Coverage 15+ Social Media Mentions
India Day Parade on Madison Ave. NYC	Sunday, August 17th, 2025	Total Audience: 1,50,000+	Social Media Reach: 35 Million+	10+ Logo Placement Avenues 60 Days Broadcast TV Advt. 8 Newspapers x 8 Advt. cycles	85+ Press Coverage 20+ Social Media Mentions
Grand Gala Reception	Sunday, August 17th, 2025	Total Audience: 500+	Social Media Reach: 20,000+	7+ Logo Placement Avenues 60 Days Broadcast TV Advt. 8 Newspapers x 8 Advt. cycles	48+ Press Coverage 20+ Social Media Mentions
India Cultural Fest in Times Square	September, 2025	Total Audience: 10,000+	Social Media Reach: 20,000+	7+ Logo Placement Avenues 8 Newspapers x 4 Advt. cycles	10+ Press Coverage 10+ Social Media Mentions
Diwali Soup Kitchen and ESB Diwali Lighting Ceremony	October, 2025	11,000+ Meals Distributed Across India and the USA in 2024.		3+ Logo Placement Avenues (Banner, Apron, Food Sticker)	10+ Press Coverage 10+ Social Media Mentions

*The data spans and reflects insights from the years 2022, 2023, and 2024.

IDP 2025 Sponsorship Opportunity

Sr.	Sponsorship Opportunity	 Title Sponsor	 Associate Sponsor	 Diamond Sponsor	 Platinum Sponsor	 Gold Sponsor	 Silver Sponsor	 Bronze Sponsor
1	Branding on Times Square Billboard	✓	✓	—	—	—	—	—
2	Sponsor Acknowledgment in Press Conference India Day Parade	✓	✓	✓	✓	✓	✓	✓
3	Float - 28'x8'	Decorated ✓	Regular ✓	Regular ✓	Regular ✓	Regular ✓	Regular ✓	Regular ✓
4	Logo on Banners at India Day Parade	Priority Placement	✓	✓	✓	✓	✓	—
5	Booth - 10'x10' (Booth decoration to be arranged by sponsors)	2 Booths	2 Booths	1 Booth	1 Booth	1 Booth	1 Booth	1 Booth
6	Media Engagement	✓	✓	✓	—	—	—	—
7	Ad run on LED at Cultural Stage	30 Run	25 Run	20 Run	15 Run	10 Run	5 Run	2 Run
8	Photo with Grand Marshal	✓	✓	✓	✓	✓	✓	✓
9	Ad in Souvenir Brochure	Double Spread	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page
10	Logo branding on Flyers, Posters, Print Ads, TV, Digital Marketing Campaigns, Outdoor and Train Station Ads	✓	✓	✓	✓	✓	✓	✓
11	Logo on FIA Website and Emailers	✓	✓	✓	✓	✓	✓	✓
12	Logo on T-shirt and Cap	✓	✓	—	—	—	—	—
13	Speaking Opportunity	Press Media	Press Media	Press Media	—	—	—	—
14	Sash / Review Stand Pass / Parking Permit	✓	✓	✓	✓	✓	✓	✓
15	TV Interview	✓	✓	✓	—	—	—	—

IDP NYC in the News

85+ mainstream media coverage with live broadcast globally in over 90 countries

The New York Times
New York Hosts Biggest US Celebration of Indian Independence
NEW YORK — New York City is bracing for the largest annual celebration of Indian independence outside of India.

TIMES NOW ACTION BEGINS HERE
India Day Parade: Ram Mandir Float Gets Final Touches In New York

WALL STREET JOURNAL
The parade is the largest independence celebration outside India and is carried live on Indian TV outlets

The Washington Times
Actors, politicians and bollywood at NYC's India Day Parade

FIRSTPOST
Virendra Sehwal, Parineeti Chopra, Arjun Rampal at 35th India Day Parade in NY

DAILY NEWS
New York hosts biggest US celebration of Indian independence

NBA.com
Adam Silver, David Fizdale, Julius Randle and Dikembe Mutombo take part in New York City's 39th India Day parade

INDIA TODAY
'Vasudhaiva Kutumbakam' to be central message of India Day parade 2018 in Manhattan

CNBC TV18
Watch: Sri Sri Ravi Shankar and Samantha Ruth Prabhu steal the show at New York's India Day parade

money control
Congresswoman Carolyn Maloney from New York made the announcement at the 38th India Day Parade, the annual extravaganza celebrating India's Independence Day.

DESI TALK
39th India Day Parade

The South Asian Times
FIA

NDTV
In Pics: Indian Actors, NYPD Attend India Day Parade in New York

The Indian Express
Independence Day 2018: Empire State Building illuminated in tricolours

PINKVILLA
Hina Khan becomes the first television actress to be invited to the India Day Parade in NYC

REPUBLIC
Watch: Actors Samantha, Jacqueline Fernandez take part in 41st India Day Parade in New York City

Hindustan Times
Watch: Actors Samantha, Jacqueline Fernandez take part in 41st India Day Parade in New York City

CNBC TV18
The Tri-Color on their minds - and in their sweets

ANTIGUA NEWS ROOM
Sir Vivian Richards Delight Fans At India Day Parade

India Abroad
Bollywood Stars, NBA Athletes Attend Annual India Day Parade in Manhattan

THE TIMES OF INDIA
Watch: Ram Mandir carnival float steals the show at New York's India Day Parade

DH
Biggest Indian tricolour unfurled at NYC's Times Square on Independence Day

THE NEW INDIAN EXPRESS
In a first, Indian tricolour to be hoisted at iconic Times Square in New York

दैनिक भास्कर
दुनियाभर में स्वतंत्रता दिवस की धूम; कनाडा का निवासा फॉल्स और अमेरिका की एम्पायर स्टेट बिल्डिंग तिरंगे के रंगों से रोशन हुई, दुबई का बुर्ज खलीफा भी भारतीय रंग से सरबोरे

The Indian Express
Indian-Americans begin early celebration of India's 75th Independence Day

ANI NEWS
Indian diaspora unfurl tricolour at Times Square in New York City

Business Line
Anna Hazare leads biggest India Day parade in US

INDIA TV
The first India Day Parade at Times Square will be broadcast for 24 hours on the Empire State Building

Business Standard
In a 1st, Indian tricolour to be hoisted at iconic Times Square in New York

NEWS 18
Ram Mandir Float Features in New York Parade, Celebrating Indian Culture And Heritage | WATCH

DNA
Indian diaspora unfurl tricolour at Times Square in New York City

ZEE NEWS
टाइम्स स्क्वायर पर पहली बार लहराया तिरंगा, अमेरिका में रही भारत के स्वतंत्रता दिवस की धूम

ALL INDIA RADIO NEWS
Tricolour hoisted for first time at New York's Times Square to celebrate India's 74th Independence Day

हिन्दुस्तान
अमेरिका में पहली बार न्यूयॉर्क के टाइम्स स्क्वायर पर फहराया तिरंगा, गुंज उठे बंदे मातरम और जय हिंद के नारे

Indian Diaspora in the USA

Community with Strong Buying Power



5.1 million American-Indians represent the Indian diaspora, making up only **1.5%** of the U.S. population. **45%** of this group migrated after 2010, while about **30%** moved before 2000.



72 of the **648 U.S. unicorn** startups are led by Indian migrants, valued at over **\$195 billion** and employing about 55,000 people, or **13%** of unicorn employees.



60% of all hotels in the U.S. are owned by American-Indians, generating around **\$700 billion** in revenue and creating over **4 million** jobs annually, both directly and indirectly.



35% and **50%** of all convenience stores in the U.S. are owned by American-Indians, yielding annual revenues of **\$350 billion** to **\$490 billion**.



100,000 Indian students have immigrated annually since the mid-1990s, with **199,200** Indian students pursuing higher education in the U.S. during the 2021-22 academic year.



Over **60,000** workers are employed by American-Indians firms, which generate **\$88 billion** in revenue.



American-Indians contribute **\$300 billion** annually in tax revenues and spend between **\$370 billion** and **\$460 billion** each year.



13% of all journal publications in 2023 were co-authored by scientists of Indian origin in the US, up from **11%** in 2015.



The average income of American-Indians is **\$101,591**, making them the ethnic group with the highest average income in the U.S.



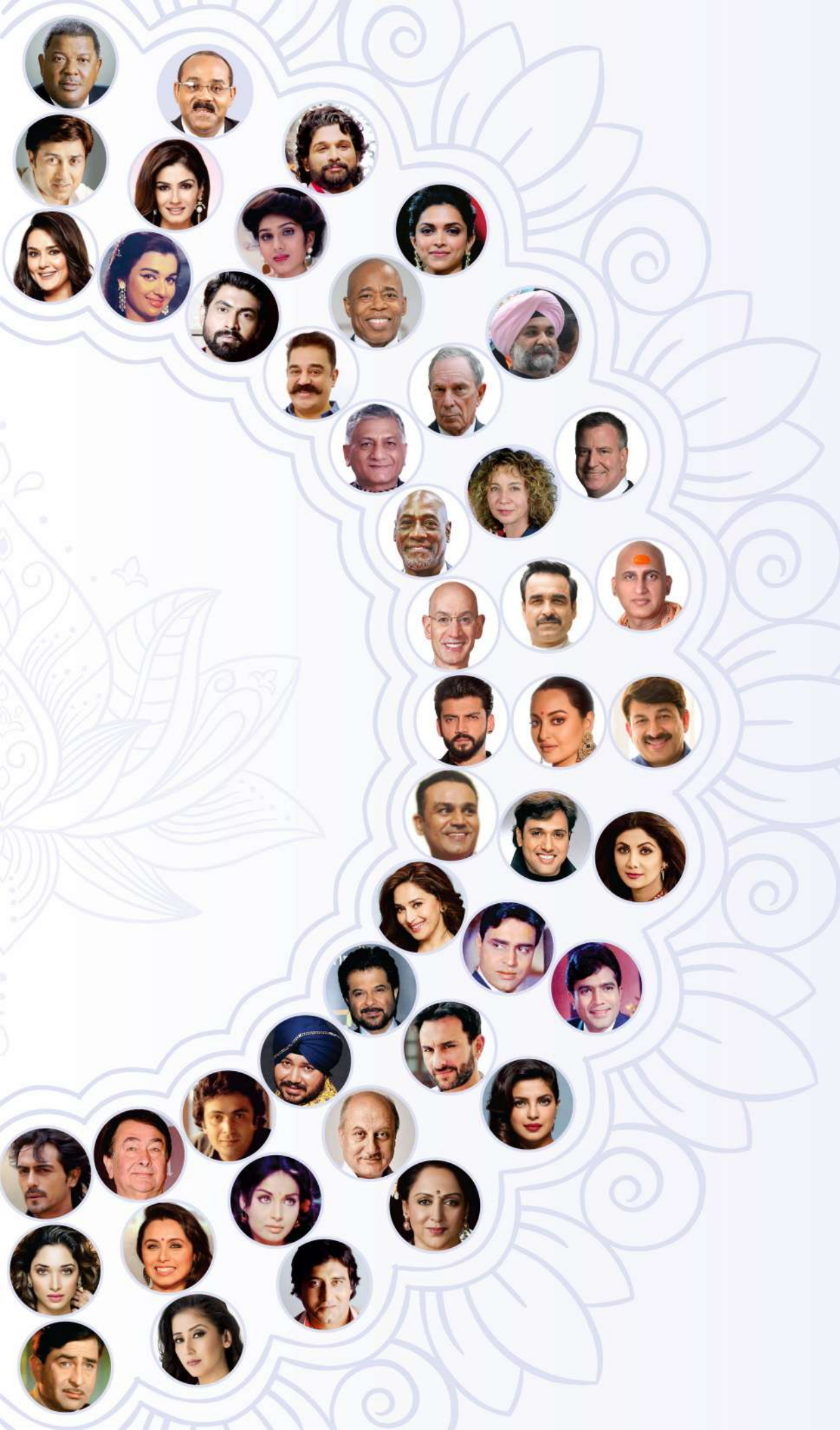
35 out of the top **50** colleges in the U.S. have American-Indians in leadership positions, including deans, chancellors, provosts, and directors.



75% of the highest users on Facebook, WhatsApp, and YouTube are Indian Americans.



Since 2008, American-Indians have donated \$3 billion to the U.S., contributing between **\$1.5 billion** & **\$2 billion** annually to charitable causes.



A melange of
100+
Celebrities,
Dignitaries
&
International
Icons



43rd India Day Parade in Manhattan, NYC

Sunday, August 17th, 2025

Parade Route

Parade Starts
12:00 PM onwards

Cultural Programs
02:30 PM onwards



How to get there?
Scan the QR

Marching Groups

Floats

Cultural Programs

Street Fair

Mascot Inflatable

SAVE THE DATE



43rd

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**SUNDAY
AUGUST 17th 2025**

MADISON AVENUE, NYC

Contact us:

For sponsorship: 848-248-0707, 516-652-7862, 732-325-7891

For Float: 718-795-7388 | For Booth: 732-600-4971

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