

Kaleidoscope is an inter-collegiate youth festival hosted by Sophia College for Women, a reputed college in South Mumbai consistently accredited an 'A' grade by NAAC. Find out more through our Instagram page @kaleidoscopefest!

Participation at Kaleidoscope is at a national level with over 70 colleges participating with in-station colleges like Jai Hind, KC, HR, St. Xavier's, etc. and outstation colleges like Symbiosis Pune, Flame, St. Xavier's Goa etc.

Kaleidoscope also organizes enthralling activities pre-festival, known as Pre-K activities which include social cause rallies, flash mobs and college-to-college promotions to name a few.

Kaleidoscope draws an average footfall of 30,000+ students from colleges throughout Mumbai which makes it a major crowd puller.

We've established ourselves as a hotspot for celebrity appearances such as Rajkumar Rao, Shahid Kapoor, Varun Dhawan, Mahesh Bhatt, Karthik Aryan, Ayush Sharma, Baichung Bhutia, Rani Mukherjee, Siddharth Malhotra, and Imran Khan being some of the names on a very long list of visitors to the festival. Shantanu Maheshwari joined us this year as a guest and set the stage on fire along with the event participants!

We regularly partner up for movie promotions with notable movies of the year. In the past, we've done promotions for Nikamma, October, Luka Chuppi, Laila Majnu, Loveyatri, Jalebi, Student of the Year, Pyaar Ka PUNCHnaama, and the Oscar entry from India, Newton.

We've also featured crowd-beloved performances by the likes of Sapan Verma, Kanan Gill, Kaneez Surka, Tejas Menon, Indus Creed and more.

Kaleidoscope has received outstanding media exposure in the past, having been featured and associated with reputed newspapers and magazines including Mumbai Mirror, Mid Day, Free Press, Hindustan Times, Youth Incorporated, Femina India, Times of India to name a few. In 2016, our PR team partnered with folks at Mumbai Mirror and created a newsletter especially for Kaleidoscope. In 2018, we appeared in a Youth based article in the Bombay Times.

We've had a plethora of themes in the past including The Indie Imprint, Around the World, Be Iconic and Go Urban, Go Desi, Go Beyond, It's Showtime and Dreamscape. Each theme chosen is meticulously strategised upon in order to provide a wonderful experience for the greater part of students in the city.

We've previously worked with brands such as Tinder, VH1, Xiami (MI), Splash Fashions, Monster Energy, Forever 21, Blackberry, Nykaa, Romyed Now, Idea, Reliance and many more. Thus, we are well equipped with handling brand integration with easy assimilation of brand slogans, visuals and energy.

In 2017, Kaleidoscope introduced *It's Showtime!*, with its electric visuals and theatric energy, everyone was a star. It was truly a spectacle for cinephiles and movie-watchers alike, graced by industry favourites like Pallavi Das as well as Rajkumar Rao to promote the screening of *Umeed* and *Newton* respectively. The wonders of cinema along with the support of Liva fashion and other generous sponsors made it a lights, camera as well as action moment!

*Dreamscape* in 2018 with all its esoterica and dreaminess explored the depths of fiction and stories. A magical guild of judges like Neville Barucha, Jenny Bhatt and the band MJ5 manifested this dream on the Sophia campus. Varun Dhawan and Banita Sandhu joined in for the screening of the trailer of their film, *October*, made possible by Kaleidoscope's association with Bombay Karkhaana Ent. Legends and myths (and ships) were discussed and explored on our instagram through our tag #PlanetK!

The wonders of science, technology and well, the future itself inspired the Kaleidoscope 2019 theme of *In Future Tense*. Powered by Vh1 India as well as MTV Beats, Kaleidoscope 2019 was one of the most popular college fests in the country graced by the presence of artists and personalities like Siddhant Chaturvedi, Varun Thakur, Samay Raina and Harish Iyer to name just a few. An exclusive premier of Choodiyan joined in by Jackky Bhagnani as well as an electrifying performance by DJ Shaan made *In Future Tense* an experience impossible to forget.

Albeit on the online scale, Kaleidoscope 2021 brought along *The Indie Imprint*, a vision that wished to highlight individual expression and freedom. Numerous fulfilled Instagram live sessions with artists like Munawar Faruqui, Shayan Roy, Dhvani Bhanushali, Parekh and Singh and many more during the lockdown conducted by the team of 2020 inspired Kaleidoscope 2021 to provide a platform for everything but the mainstream. A nostalgia for offline interaction fused with eruptions of creativity in the comfort of home gave way to a once in a lifetime experience. Romanticising the Zoom platform with the much appreciated help of sponsors like BTS Coffee India, Decathlon, G-Corp Media, Fashor as well as judges like Vikram Oza, Kimberly Davids, Mohit Dingra and many more made [The Indie Imprint](#) a unique and unforgettable moment.

The 37th Kaleidoscope finally out from the inhibitions of the lockdown invited everyone to take in the experience of [Neverland](#). Kaleidoscope 2022 opened its gates to colleges all around to provide a panorama of nostalgia, childhood and wonder that was well missed and well received by all. Back with a resounding bang, the team of 2022 remembers simpler times which were helped bring to the present by [SugarPop Cosmetics](#) and various generous sponsors. Our Pre-Kaleidoscope team conducted an energising flash mob officially inaugurating *Neverland* to the city. Events ranging across all creative domains judged by talented personalities like Mihir Ahuja, Viraj Ghelani, Paul Kinny, Devesh Mirchandani, Shazab Shaikh, Shrishti Shrivastava, Sejal Kumar and many more confirmed Kaleidoscope as one of *the* events of the year! Giving space and recognition to independent stores, businesses and brands that include but are definitely not limited to Kalagiri, Behnoush, KalonbyK and Bokeh along with all time favourite tastables like The J, Mad Over Doughnuts, Tibb's Frankie, Pizza Hut and more turned *Neverland* into a feeling one could take home and share with loved ones as well. Gifting

sponsors like Raw, Soezi, Vinci Stationery, Crossword and so many more that made Kaleidoscope a warm and welcoming fest this year.

2022 and all the previous years of [Kaleidoscope](#) are extremely grateful for the opportunities it has received to make every year one to look forward to for all who attend.



