



Mrs. Homemaker 2015

EVENT REPORT



“Mrs. Homemaker 2015” was our earnest endeavor in appreciating, recognizing and rewarding the contemporary Indian women in the quest to excel in Homemaking.

This was the 8th edition of Mr. Homemaker, India's first ever Contest to appreciate Indian women as a Mother, a Wife, a Daughter-in-Law, a Boss, a Cook, a Financial Planner, and above all, a Homemaker, a woman befits every role bestowed on her with remarkable ease & dexterity.

This is to express our immense Gratitude
towards your association with
Phoenix Duo Matrix
And
Mrs. Homemaker 2015...!!

[illegible]

Backdrop with Side Panels



Mrs. Homemaker
CLASSIC WOMEN

DECEMBER - NOV 2013

**PARTICIPATE AND WIN
MEGA PRIZES AND GIFTS**

Mrs. Homemaker is a contest based event & an attempt to Appreciate, Recognize and Reward the Contemporary Indian Women for their substantial roles in our lives...

Collect your entry forms from the reception

VENUE PARTNER

MALL OF INDIA
Gurgaon

Three Categories

Mrs. Homemaker

Sub-Ten Categories

Café

Sponsoring Partner

VLC

Working Partners

Yellow

Media Partners

Radio City

Sponsorship Partners

Yellow

Mrs Home maker
2015 - MARCH 2015
CELEBRATING 8 DIAMONDS

India's first ever contest to appreciate and recognize the contemporary Indian women (Working/Non-Working) for their sustantial role in our lives ... by rewarding them for various talents & homemaking skills.

Participation Age
17yrs to 65 yrs.

Free Participation!

Certificate & Win, Group Photo & Gifts with Contest Kit Box

COME BE A PART OF IT & WIN MEGA PRIZES & GIFTS

Audition Scheduled at Aravalli Hall Sec-26 Noida on 14th March 4pm to 7pm

For More Detail Log on to: www.mrshomemakerindia.com
Contact: 9560090797

Our Sponsered Partners

Godrej, IFB, JVC, Scholl, BSNL, Sanyo, CPAA, and others.



Banner



Mrs Home maker
POLMI - MCA 2014
COOPERATIVE & DEMOCRACY

India's first ever contest to appreciate and recognize the contemporary Indian women (Working/Non-Working) for their substantial role in our lives...
by rewarding them for various talents & homemaking skills.

Participation Age:
21 yrs to 65 yrs (F)

Fee:
Participated!

Prizes & Gifts:
Mega Prizes & Gifts
with Cash & More

**COME BE A PART OF IT
& WIN MEGA PRIZES & GIFTS**

**Audition Scheduled at Defence Colony Club
on 14th March 5pm to 8pm**

For More Detail Log on to: www.mrshememakerindia.com
Contact: 9360086797

Our Esteemed Partners:



Invitation Card [Envelope]



Qualifying Rounds
at
24 Locations
[RWAs, Clubs & Malls]
In Delhi & NCR
[14th – 29th march , 2015]

Few Glimpses of the Activations...

HOMEMAKER 2015 SCHEDULE

DATE	DAY	EVENT 1	EVENT 2
14-Mar	Saturday	Defence Colony Club	Club 26 Noida
15-Mar	Sunday	Nilgiri Apartments, Alaknanda[RWA]	Jal Vayu Vihar, Sec - 56, Gurgaon[RWA]
16-Mar	Monday	Sector 7, Dwarka[RWA]	Ekta Apartments Paschim Vihar[RWA]
17-Mar	Tuesday	Off Day	
18-Mar	Wednesday	Shipra Suncity Aptt., Indirapuram [RWA]	HT/Samachar Aptt, I.P. Extention[RWA]
19-Mar	Thursday	North Square Mall	Shipra Mall, Ghaziabad
20-Mar	Friday	Ambience Mall Gurgaon,	TDI Mall, Rajouri Garden
21-Mar	Saturday	Vasant Vihar Club	Janak Puri Club
22-Mar	Sunday	G Block, Naraina Vihar[RWA]	Gujrawala Town, Model town [RWA]
23-Mar	Monday	Kendriya Vihar Sec-82, Noida [RWA]	Vasant Kunj RWA [D - Block RWA]
24-Mar	Tuesday	Mayur Appt., Sec - 9, Rohini [RWA]	Harsh Vihar, Pitampura [RWA]
25-Mar	Wednesday	Off Day	
26-Mar	Thursday	Ambience Mall, Vasant Kunj	Semi Finale Round 1
27-Mar	Friday	Ambience Mall, Vasant Kunj	Semi Finale Round 2
28-Mar	Saturday	Ambience Mall, Vasant Kunj	Semi Finale Round 3
29-Mar	Sunday	Air Force Auditorium-Grand Finale	

Club 26 Noida



Forms Distributed : 850
Foot Fall: 173
Participation: 85











Day 2
15-March-2015

Nilgiri Apartments



Forms Distributed : 2400
Foot Fall: 318
Participation: 142

Jal Vayu Vihar



Forms Distributed : 2000
Foot Fall: 194
Participation: 113











Day 3
16-March-2015

Sector 7, Dwarka



Forms Distributed : 2200
Foot Fall: 207
Participation: 114

Ekta Apartments Paschim Vihar



Forms Distributed :2500
Foot Fall: 236
Participation: 166











Day 4
18-March-2015

Shipra Suncity Aptt.



Forms Distributed : 2300

Foot Fall: 213

Participation: 147

HT/Samachar Aptt.



Forms Distributed :2200

Foot Fall: 188

Participation: 124







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Simple Steps to Smooth

Steps to Smooth

Upload a picture with
Scholl Express Pedi
on Facebook
to get a chance to
win up to
\$1000!





Day 5
19-March-2015

North Square Mall



Forms Distributed : 2500

Foot Fall: 246

Participation: 164

Shipra Mall, Ghaziabad



Forms Distributed :2800

Foot Fall: 202

Participation: 97



All the Homemaker's
COME BE A PART OF IT
& WIN MEGA PRIZES & GIFT

the contemporary
India's first women's movement to appreciate and re-
cognize the substantial role in our lives ...
Indian women (Working/Non-Working)
by rewarding them for their talents & homemaking skills.

Auditions at Your Doorstep

Venue : SHIRAZ SUNCITY APT CENTRAL PARK
Date : 21st MARCH
Time : 4 to 7 PM

For More Detail Log on to: www.mrshomemakerindia.com, Contact : 9871317697, 8373929895







Day 6
20-March-2015



Ambience Mall Gurgaon



Forms Distributed : 2400

Foot Fall: 175

Participation: 133

TDI Mall



Forms Distributed :2600

Foot Fall: 263

Participation: 157









Day 7
21-March-2015



Vasant Vihar Club



Forms Distributed : 2000

Foot Fall: 194

Participation: 130

Janak Puri Club



Forms Distributed :2200

Foot Fall: 242

Participation: 136









Day 8
22-March-2015



G Block, Naraina Vihar



Forms Distributed : 2300
Foot Fall: 207
Participation: 124

Gujrawala Town, Model town



Forms Distributed :2100
Foot Fall: 214
Participation: 141











Day 9
23-March-2015

Kendriya Vihar Sec-82, Noida



Forms Distributed : 3000
Foot Fall: 204
Participation: 79

Vasant Kunj RWA



Forms Distributed :3000
Foot Fall: 231
Participation: 83





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*Add Fashion
at home*

*Fashion
Maker*





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Lucky Draw will be held on the Grand Finale Day.

10%

20%

30%



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Plus
W5000
OFFERS



S

Day 10
24-March-2015



Mayur Appt., Sec - 9, Rohini



Forms Distributed : 3000
Foot Fall: 208
Participation: 94

Harsh Vihar, Pitampura



Forms Distributed :3000
Foot Fall: 187
Participation: 81





EVENT PARTNERS



Mrs. Beautiful Feet



Mrs. Fashion Maker



CPAA



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SILKY SOFT FEET, EFFORTLESSLY

new Velvet smooth™
EXPRESS PEDI
SILKY SOFT FEET, EFFORTLESSLY

new Velvet smooth™
EXPRESS PEDI
SILKY SOFT FEET, EFFORTLESSLY



Preliminary Interview Round
26th March, 2015

Semi Finals
26th – 28th March, 2015

Preliminary Interview Round



Personal Interaction Round



A detailed family-oriented interview rounds conducted by a panel of judges. The questions asked were related to the different parameters that a Homemaker caters to as an individual and as a part of the Family.

Talent Round



The contestants were asked to showcase any hidden talent in them which they were passionate about like Dancing, Singing, poetry, sketching, etc.

Total Participation: 200







e Partner

Radio Partner

Originated from





Day1-Family Interaction Round



A healthy interaction with Q/A with the Contestant and her Family Members by the Esteemed Jury which gave basis for the selection of Best Mother, Best Wife and Best Daughter-in-Law.

Total Participation: 50

Day2- Sessions



Session from Quest Diagnostics



An informative cum interactive session by an expert from Quest Diagnostics giving grooming and fitness tips to all the contestants and talking about good health & such.

Session from jivo canola



Mrs wellness queen was another experience for all the Ladies. A Live session by Mrs. Wellness Queen 2012 was arranged with a few wellness tips for the Round. .

Total Participation: 25



Day3-Kitchen Queen Round



The Real Homemaker is undoubtedly the kitchen Queen of her Kitchen. A Cooking competition between the 25 finalists preparing amazing delicacies & cuisines.

Total Participation: 25

Home- Keeping Competition by IFB



A Competition between all the 25 finalists where they need to write about good home keeping and how to keep your Home clean, beautiful and hygienic.

Holiday Planning Competition



A competition between all the 25 finalists where they need to plan a Holiday/ Vacation for their family in a definite budget allocated to them.

Total Participation: 25



Beautiful feet – Scholl



A Competition between all the 25 finalists where they need highlight the ways for clean, beautiful and hygienic feet .

Fashion maker – SINGER



A competition between all the 25 finalists where they need to design and highlight their fashion experts by create something .

Total Participation: 25

GRAND FINALE [6th March, 2012]















CONGRATULATIONS....!!

to
MRS. HIMANGI
BHATNAGAR

Mrs. Homemaker 2015









EVENT PARTNERS



Venue Partner

FB

www.fb.com

Eventkeeping

Ms. Mahendra

Event Planner





Mrs. POPULAR

13



17





EVENT PARTNERS

Scholl

Mrs. Debraj

EVENT PARTNERS

EVENT PARTNERS

SCHOL
Saree of Excellence



Activation Outcome

ACTIVATION STEPS	NO. OF CANDIDATES
WOMEN TARGETED	3 LAC +
NET FOOTFALL	8223
TOTAL PARTICIPATION [During Activations]	6862
SHORTLISTED CANDIDATES	1083
PRELIMINARY INTERVIEW ROUND	200
SEMI FINALS DAY 1	100
SEMI FINALS DAY 2	50
NO. OF FINALISTS	25

Ashi Prashar is Mrs Homemaker

Teacher News Service

Figure 4. May 2

This was a beauty and home-making skills contest, with a difference. Twenty-five women in the age group of 22 to 40 years marched down the ramp to win the title of Miss HomeMaker 2008, in an eclectic show held at North Park resort tonight. Ms. Ashi Poudyal walked away with the title of Miss HomeMaker.

The show began with the women, irrespective of their age or vital statistics, tying in the theme of Miss HomeMaker. In the first round, three women walked on the stage in

The women introduced themselves and disappeared for the next round. In the second round, they were shown

and active of three home-made medals were obtained for the first round. The judges—Mr. Stanley Moulton, Dan McVie Macdonald, Mr. Kilgus and Dr. Provost—awarded these enthusiastic prizes of merit. They were distributed to 4 finalists and several consolation.

In between the various rounds, the audience was entertained by Dennis Laffin and Katherine Smith of "Soft-Drugs" team. The two Pacific pop singers had the crowd singing as they crooned their popular numbers. As many as 200 extras were recruited by the organizers of the show. Hundreds from women all over the region.

The opponents had then shown these 100 questions, and 10 of these questions underwent the preliminary round questions. These 100 were not only asked questions by the jury, but a questionnaire was also prepared for their husbands, children and parents-in-law.

Contenders for the Miss International title during a fashion show held at No. 1 Park, Penumbra, on Sunday. *Inset photo: Paster Sharna*

[illegible]

THE TRUE spirit of womanhood was celebrated at Washington Times sponsored Mrs. Homemaker JAR. Marathon contest. The contest reached its peak for on the International Women's Day with the flag contestants being very spirited and enthusiastic. During the day the contestants were evaluated for their housekeeping and cooking skills.

The evening was the highlight of the day with a stage presentation where the contestants had to introduce themselves in "Miss India" like fashion to the audience and the judges. The participants were judged on their interpersonal skills, behaviour, confidence and personality. VICE presented the first 10 contestants for the

Cool breezes and total sunbath in the heat for the day where 20 respectable and skilled women were being judged for the business Mrs. Hunsicker contest. During the period introductions were made

A group of women in traditional Indian attire, including sarees and a kurta, are standing in front of a large mural. The mural depicts a historical scene with a temple in the background and several figures in traditional clothing. The text "Hindustan Times" is visible at the top of the mural, and "AARADHANA" is written in large letters below it. The women are standing in a line, some holding books or papers.

Some left-handed men like **HOUSHEIMER** are fairly good at the various categories at **QMS** (Queens' Mathematical Society) on Wednesday.

mathematicians were asked, why do they descend the like **HOMERUS**?

In response to that, the contestants answered they descend for the support they need. One con-

testant said that the best way to perfect behavior before her boss and her work. The other gave of the credit to last member in law that was surprising, after Kristin (New York Radio) said "Yes you

don't get to hear this segment" and "The other" contestant ended with **Peppermint** being awarded on the control line. When asked, which one is the best, the most familiar thing for her, she replied "the

Besting Day!"

The judges for the worst were **Reggie Stone**, **Van Pelt** (Hollywood), **Tim**, **John** (Hollywood), **Michael**, **Thomas**, **Stephen** (University), **A.S. Gill**, **Dick** (Vancouver), **Timothy** (Hollywood), **Charles** (New York), **Archie**, **John**, **Rowan** (Hollywood).

Who is the best 'Home Minister'?

**CELEBRATING
WOMANHOOD**

Hindustan Times

PRESENTS

NO LAUNDRAGE to the world is expected to work for meat, board, and lodgings the housewife. Said Lefty Cotton Pogrebin.

And can we deny her no rest?

Since ages and all over the world it is taken for granted that it is the woman who has been associated with the duties of a housewife, a mother, a daughter and so on and so forth.

This thankless job of a housewife has always been an object of sympathy.

Marking this Women's Day special for each housewife, the Mrs. Thammachary 2008 Rajasabha contest kick started on Monday at SSB Convention Centre.

SHIRVA

Mrs. Hc

...a member of the Mrs. Hindustani 2006 organized by the Hindustani Times of SMC.
 Lancaster Centre on Monday

VLCC and Zain II to the inspectors. The contract's popularity can be estimated by the fact that a shopping list of names was received. Out of these, 100 were short-listed who participated in the first round of the contest.

...a briefcase for
...to be taken
...the company
...served as a
...the Indian
...interpersonal
...about 100
...method

...the first day along with others with a senior's leadership participants, learned today and tomorrow. Seniors will come back to be built each day on the ...

...the first day along with others with a senior's leadership participants, learned today and tomorrow. Seniors will come back to be built each day on the ...

participants to have a total of 11 scenarios to be shown like this as leaves in the book.



*An evening with
the homemakers*

Amrita Inadiwal
Panchkula May 2

THE FINALS of Zen Mrs. Homemaker came to a grand end on Sunday night at Hotel North Park, 1000 North Park Boulevard, sponsored by *Affordable Times*. The show was the first of its kind in India, celebrating womanhood and marriage with cost added thrill of a perfect hour-long figure and street guile.

The event though different from others in content was similar in the fact that it started late. The audience comfortably seated, munching on snacks didn't seem to mind though. Entertainment at its best, after the initial in-

Mrs. Kildan Shuen - Mi Shuang Mukherjee, Mrs. Poonam - Mrs. Sindhu Sharma, Mrs. Confident - Mi Sweetie Bhoslin, Mrs. dancing in law and Mrs. Hooz Koozer - Mrs. Anjali Doozer, Mrs. Best Talented - De I

Media Coverage





THANKS