



&



PROUDLY PRESENTS



CALIFORNIA
8TH EDITION

"A Home is known by the Woman, Who keeps it!!!"

No this is not a “Beauty Pageant” for sure...



...Because Womanhood is much more than external beauty.

Announcing Mrs. Homemaker 2017 – California [USA] Chapter, The first ever contest in USA to appreciate, recognize and reward the contemporary Indian women for their substantial roles in our Lives. It's the 8th Year of Celebrating and acknowledging Womanhood.

A Mother, a Wife, a Daughter-in-law, a Boss, a Chef, a Financial Planner and above all a Homemaker; a woman befits every role bestowed on her with remarkable ease and dexterity.

Indisputably, today's Homemaker is also the ultimate decision maker, who not only decides the home interiors but also the itinerary for the vacations outside it. Purchase of a tiny sewing needle or the brand of car, everything needs her final nod before becoming a part of the home!

Home-Maker Plays a Pivotal Role...



Improving education levels are resulting in better
“qualified” Homemakers

Participation, both in terms of number of areas as well
as depth of role

Key in sustaining domestic harmony

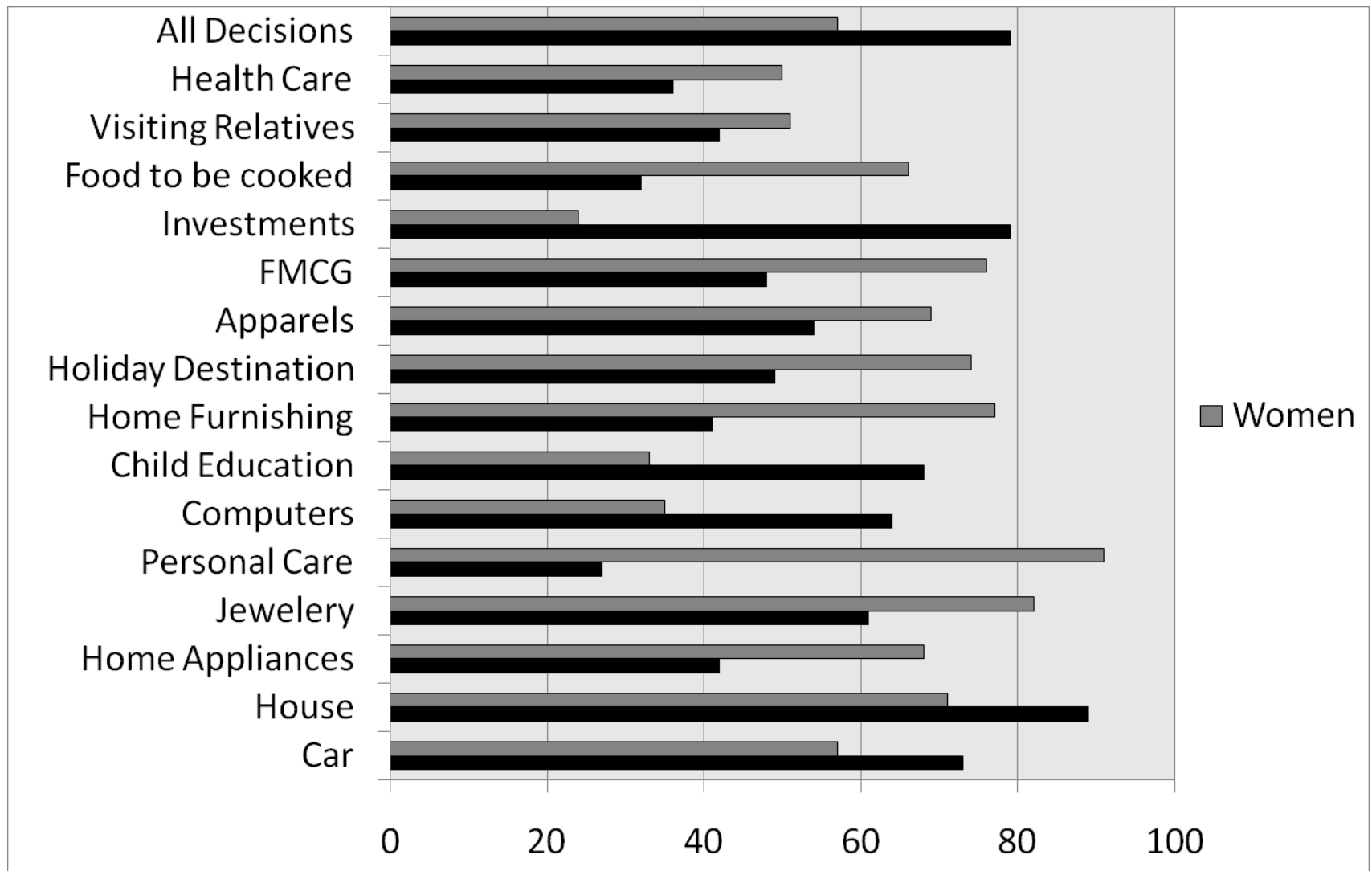
Critical in providing a safe Heaven amidst the cauldron
of Change

Holds the reins of tradition

Key factor in managing the family budget to
accommodate burgeoning aspirations while
meeting basic needs

Gatekeeper for many categories and co-decision
maker in most of the others

Women's Participation in Decision making...



She is the 'Most Valuable Customer (MVC), who looks for Life Time Value (LTV)'

The New Generation of Homemakers...



‘She’ ...

“She” is a woman of substance, portraying meticulously many roles and managing judiciously, aspects concerning herself and her members of the family.

‘She’ as a Wife...

As a Wife, ‘She’ walks not behind but “with” her life companion in all phases of life with poise, prudence, commitment, maturity and strength. She is equally involved in all major decisions of her companion concerning various facets of life.



‘She’ ...



‘She’ as a Mother...

As a Mother, ‘She’ is compassionate, caring, sensitive and supportive of her child’s needs. She is continuously striving to groom her child into a well rounded personality.

‘She’ as a Daughter-in-law...

As a Daughter-in-law, ‘She’ shoulders her responsibilities with a judicious mix of respect, love, maturity and sensibility towards her in laws. When other members of the family are busy with outdoor endeavors, she is their main support.



‘She’ ...

‘She’ as a Cook...

As a Cook, her flair for cooking combining taste and nutrition satisfies the taste buds of her family. She is a perfect cook.

“An undisputed kitchen queen”



‘She’ as a Home Keeper...

As a Home Keeper, ‘She’ keeps orderly management of household activities. Her various creative instincts and skilled attributes convert a house into a home with finesse. The interiors of her house reflect her personality.

‘She’ ...



‘She’ as a Buyer...

As a Buyer, ‘She’ is the prime financial decision maker exhibiting concern, prudence and awareness in all matters. Truly, she is the perfect financial manager casting major influence on the buying behavior of her family.

‘She’ is a Talented Lady...

Her talent finds shape in a well rounded personality. She can be an accomplished housewife, yet an enchanting performer. Her talent knows no boundaries.



'She' ...

'She' is a Professional...

'She' is an accomplished housewife, yet a successful Professional.



'She' is Beautiful...

'She' is a beautiful Lady, who reflects her internal beauty with graceful demeanor. She portrays Indian beauty rooted to values.

Let's Celebrate Womanhood !!

This is an effort to thank Homemakers for the many roles they play effortlessly in our lives.

Let us thank our Wives, Mothers and Sisters ...

The simplest way is to go home and say 'Thank You !'

We have come up with a better way

A way to thank them for every role they portray

A way that will let the whole world see you thank and

Crown them for their selfless devotion

The Event Schedule...

- Announcement 8th of March 2017 [Wednesday] Media & BTL Activations
- Day 1: 25th of March 2017 [Saturday] Sub – Contest Rounds 1 & 2
- Day 2: 26th of March 2017 [Sunday] Sub – Contest Rounds 3 & 4
- Day 3: 1st of April 2017 [Saturday] Sub – Contest Rounds 5 & 6
- Day 4: 2nd of April 2017 [Sunday] Grand Finale

The Event Venue...

Day 1:	Sub Contest Round	Fremont Hindu Temple Convention	25 th March 2017 Saturday
Day 2:	Sub Contest Round	Fremont Hindu Temple Convention	25 th March 2017 Saturday
Day 3:	Sub Contest Round	Fremont Hindu Temple Convention	1 st April 2017 Saturday
Day 4:	Grand Finale	Louis B. Mayer Theatre	2 nd April 2017 Sunday













ROYAL

PROUD SPONSOR OF THE

Kitchen Queen Contest

To appreciate, acknowledge and recognize contemporary women for their substantial roles in our lives.

f on Facebook - IndiaPost page ▶ Events

Sub-contest: March 25 & 26, 2017
Grand Finale: April 2, 2017

ROYAL CHAKKI ATTA 100% WHOLE WHEAT

ROYAL JESAN

ROYAL CHEF'S SECRET BASMATI RICE EXTRA LONG GRAIN

ROYAL BASMATI RICE

ROYAL SONA MASOORI RICE 100% ORGANIC

ROYAL Organic Rice

The #1 Basmati Rice in America

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Show Presenter...



<http://www.indiapost.com>

- India-Post, the largest and most prestigious among weekly Indian newspapers on the West Coast of U.S., was established in 1992.
- India Post readers are among the nation's single most affluent and well educated immigrant group (Indian Americans).
- The Indian American population is currently approaching three million in the United States, and the community views India Post as an indispensable part of their life for news, opinion, events and entertainment. India Post offers exclusive unique content.

An Event By...



www.phoenixexpovent.com

- **Phoenix Expovent:**
- Leaders in communication business, have organized over 75 successful exhibitions over the past 15 years related to Real-estate, Lifestyle, Fashion, Automobile and Ayurveda.
- Phoenix excels in creating high profile, highly targeted business and consumer exhibitions and events to establish and maintain business relations, and generate new business.
- Phoenix shows are designed to cater to the requirements of the vibrant and growing business segments/market.
- As a Marketing Strategy Consultancy provider, Phoenix Duo Matrix helps companies in developing a marketing vision and mission, and implement it Globally
- **Mrs. Homemaker is a Registered Event Property of Phoenix Duo Matrix**

Thanks...

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