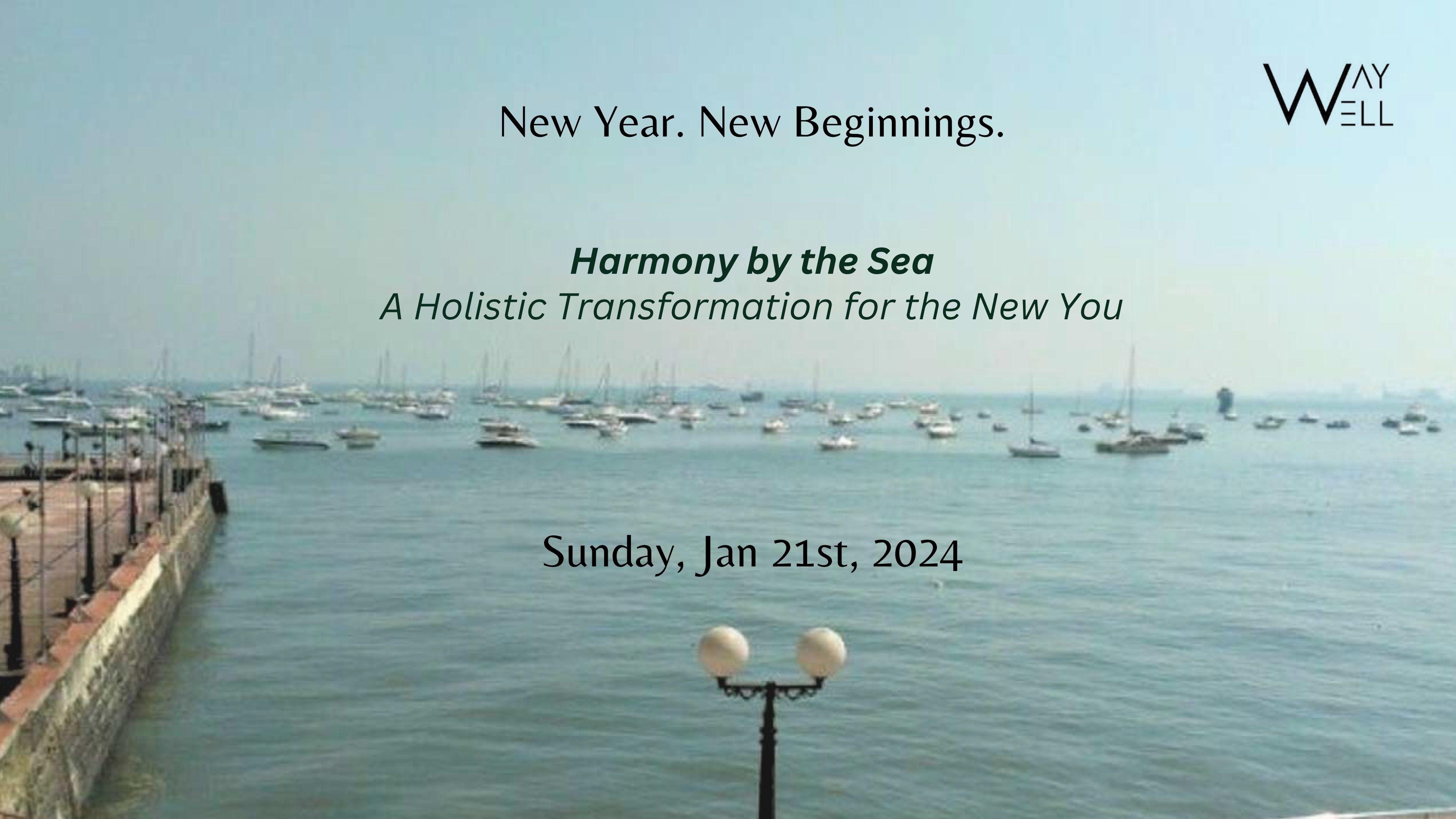




New Year. New Beginnings.

Harmony by the Sea
A Holistic Transformation for the New You

Sunday, Jan 21st, 2024



Step into a world of tranquility, and self-discovery at '**Harmony by the Sea**', a wellness festival thoughtfully curated by Way Well, to bring together immersive experiences, conscious brands, and renowned speakers, all set against the backdrop of the serene pier.

This unique event promises to be a celebration of holistic well-being, fostering a sense of mindfulness and unity among participants. Embark on a journey of self-exploration and renewal at "**Harmony by the Sea**," a transformative wellness festival set against the breathtaking backdrop of the pier. This unique event is crafted to guide you on a path of inner transformation, combining holistic health vendors, enlightening conversations, and experiences that will empower you to step into the new year as a revitalised and authentic version of yourself.



What is Way Well?

- Way Well is a Wellness Event Management company; our aim is to put your health and well-being at the forefront of your life by designing and providing unique wellness solutions.
- Our vision is for everyone to experience the best version of themselves, and live their best life by tapping into different means of wellbeing.
- We believe that wellness is the biggest need of the hour & everyone is seeking it in different ways. We are here to educate & bring this fragmented industry under one roof.
- We are a curated marketplace with **over 60 certified experts and practitioners** across India's highly fragmented wellness industry.
- For the first time, Way Well is bringing you all our wellness modalities in one location, this is the first transformative wellbeing festival - 'Harmony by the Sea', at the Pier.



What do we do?



Way Well organises unique wellness events, workshops, sessions, markets, pop ups, and retreats for individuals, brands, communities, and companies by customising well-being solutions

We are the only brand in Mumbai that is simultaneously bringing together immersive wellness experiences, conscious brands, and a commitment to help you start your new year as a new you, this festival serves as a catalyst for positive change.

Why Way Well?

- India is home to **130 million** health conscious individuals. This number is expected to grow at an unprecedented rate.
- **Our competitive advantage lies in the approach we use to curate wellness packages where we combine, mental, physical, and energetic experiences. We have aimed to create a space that is like no other in India, aiming to incorporate various means of well-being.**
- We do not believe in the one-size-fits-all attitude. Which is why, our sessions involve a **customised, highly tailored plan that is unique to the needs of our end user.**
- At Way Well, we apply this model to companies, brands, individuals, and communities to provide 360* solutions that are sustainable in the long run.

History of Way Well Wellness Markets

SINCE MAY 2022:

3 Cities:

Mumbai, Pune & Nasik

Multiple Pop Ups!

- G5A
- Tote
- Jolies
- Melange
- Palladium
- Indus Club
- Soho House
- Quorum club
- Sunderban, Pune
- Imperial towers
- Kathiawada City House
- One Commune Juhu
- Reach out Art Gallery, Nasik

**#wellness
yourway**



Jan 21, 2024

Theme: Harmony by the Sea

A Holistic Transformation for the New You

- Holistic Health services & practitioners
- Demonstrations & Interactive sessions
- Immersive experiences
- Speaker series
- Holistic Health Vendors
- Live Music
- Live Food & Beverage
- One on one sessions: tarot, tea leaf, numerology, su-jok, auto writing etc
- 40 + homegrown conscious brands
- Engaging conversations with like-minded individuals
- Potential collaborations



Benefits of Participation

- Targeted Audience Exposure
- Brand Alignment and Authenticity
- Networking Opportunities
- Product Showcase and Sales
- Educational Engagement
- Media Coverage and Exposure
- Positive Brand Association
- Community Building

In summary, being part of "Harmony by the Sea: Transformation for the New You" can provide conscious brands with a unique opportunity to connect with their target audience, showcase their products, and align themselves with the values of a community focused on holistic well-being and personal growth.



Who is our Target Customer?

Footfall: 500+ people throughout the day

The target consumers are between the ages of 20-65 years.

Approximately 70% women and 30% men

They are typically:

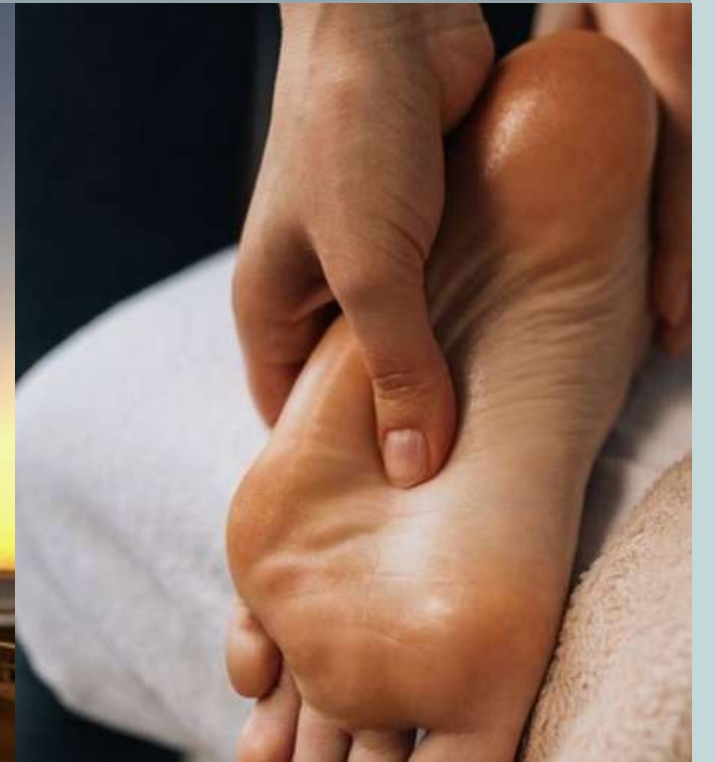
- Wellness Enthusiasts:
- Mindful Consumers
- Health and Fitness Enthusiasts
- Green and Eco-Conscious Consumers
- Seekers of Positive Experiences
- Personal Growth Seekers
- Green and Eco-Conscious Consumers
- Aspirational, adaptable, Tech savvy, social
- And have disposable income



Our Previous Wellness Pop ups and Events



Look & Feel of the Festival



Marketing Strategy

The marketing strategy for "Harmony by the Sea: Transformation for the New You" involves integrating various channels and approaches to reach and engage the target audience effectively

**Word Of
Mouth,
print
Advertising,
billboards**

Traditional

**Instagram,
Whatsapp,
Email, Content
Marketing:
Influencer
Marketing,
Sponsored Ads,
PR Firm**

Digital

**Consumer
Engagement
campaigns,
community
Engagement**

Experiential

Through our Way Well network, we will utilise traditional through word of mouth, billboards, and Advertising.

Digital marketing via our mailing & broadcast list which consists of **800+ clients.**

Additionally, through our social media (Instagram, Facebook & LinkedIn) we will promote this with **targeted Ads and influencer marketing, sponsored ads, and a prominent PR firm.**

Simultaneously, through the **brand networks, the speakers, experiences, and brand sponsors**, the pop up will gain more traction and awareness.

Brands we have worked with



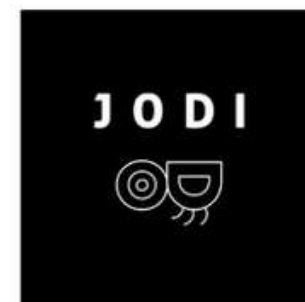
roma narsinghani



yourhappylife®



Brands we have worked with





MEET THE FOUNDER

Having graduated from Cornell University, worked at Deloitte USA & Soho House Mumbai, Alekha synergises her passion, interest, and skillset together by bringing people that have a shared love of higher purpose towards wellbeing.

She aims to make the fragmented market of health and wellness offerings, services, and products easily accessible to everyone and grow its awareness for all to benefit



Pricing

Fashion: INR 30,000
Beauty: INR 28,000
Skin care: INR 26,000
Bath & Body: INR 23,000
Food & Beverage: INR 20,000
Journals: INR 22,000
Nutraceutical: INR 30,000
Crystals: INR 25,000
Fragrances: INR 27,000
Kids: INR 25,000
Home wear: INR 28,000
CBD: INR 27,000
Accessories: INR 27,000
Candles: INR 22,000

What is included

- Each brand will get two tables (4 ft by 2 ft)
- 2 chairs
- a plug point
- a canopy that covers your area
- Lighting & Fans will be there in the area for each brand

**For any other additional pricing please reach out*

"Harmony by the Sea" is not just a festival; it's a transformative experience that encourages participants to prioritise their well-being in a holistic and conscious way. By bringing together immersive experiences, conscious brands, and influential speakers, this wellness festival at the pier creates a space for self-reflection, connection, and a renewed commitment to living a mindful and harmonious life. Join us on this journey towards a balanced and vibrant existence, where the rhythmic waves of the sea mirror the inner harmony we seek within ourselves.

Join us on the pier, where the sea meets the soul, and let the transformative energy of "Harmony by the Sea" guide you towards a year of well-being, growth, and inner harmony.