



For Immediate Release

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Panorama India, with the support of Consulate General of India, Toronto, is all set to digitally celebrate India's 74th Independence Day on August 15th and 16th, 2020. The special two-day event 'India Day 2020 and Virtual Grand Parade' features 14 hours of unique programming including over 100 artists from all over Canada, a virtual grand parade with more than 28 Indian States represented and the highlight event of the weekend 'Toronto Laughs with Sunil Grover'.

"This is the biggest ever digital celebration of India Day and I am overwhelmed by the community participation this year. We have over 100 phenomenal performances lined up and 28 states represented in our Virtual Grand Parade.", said Sumeeta Kohli, Co-chair, Panorama India.



Panorama India's India Day 2020 event starts with opening ceremony of Saturday, August 15th at 12 PM and concludes on Sunday, August 16th with a special Grand

Finale episode of 'Namaste Live with Panorama India' announcing competition and float winners. The special presentation - Toronto Laughs with Sunil Grover – will telecasted at 6 PM on Saturday, August 15th. Many Bollywood celebrities will make special guest appearances as our Virtual Parade Marshalls throughout the event. This is the first time the organization has created a platform for public voting as well scores from the judges for the top three floats.

“I am so proud that the Pandemic is not stopping us from showing our love for our country. This is going to be a grand celebration of our heritage and culture,” said Ms. Apoorva Srivastava, Hon. Consul General of India in Toronto.

The India Day 2020 celebrations kicks off on August 10th on Panorama India's Facebook and YouTube channel with attractive competitions such as Mera India Photography, Sabse Pehle Safety Face Mask Painting, India Trivia, and Rang De India Painting contests along with 'In Conversation With' series of talks with community leaders and Panorama India Past Chairs, and daily programming that showcases what we are bringing to you on August 15th and 16th.



“We feel honoured to be able to achieve a large-scale digital distribution of the event. We are going live on our social media channels, Facebook and YouTube as well as on your local favorite channels on Cable and IPTV.” said Anuradha Grover Tejpal, Director, Digital Media & PR, Panorama India.

“Our community organizations and the sponsors are the backbone of this event. We are truly grateful for the support we have received from them even in these challenging times. This is truly a celebration of our strength as a community. ” shared both Co-chair Sanjay Makkar and Executive Director Janak Bhawnani.

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Panorama India is a not-for-profit umbrella organization to help unite various Indian cultural associations and groups, project a common identity based on their Indian heritage, and celebrate Unity in Diversity. Panorama India fosters a better understanding between India and Canada and is proud to build bi-lateral relations with India and Canada through culture.