



SRI LAKSHMI TEMPLE, ASHLAND, MA

2024 BRAHMOTSAVAM FESTIVAL



AUGUST 15 - AUGUST 25, 2024

Brahmotsavam is one of the most important celebrations for Sri Venkateswara. The origin of this festival is traced to Lord Brahma, who first conducted it to worship Sri Venkateswara (Balaji) at Tirupati, on the banks of the holy river Pushkarini, as a way of giving thanks for the Lord's protection of mankind. Hence this festival is called Brahmotsavam, which means Brahma's utsavam (festival). Special worship of other Temple deities is also done during this festival. Many temples celebrate Brahmotsavam during the anniversary of their original consecration (Kumbhabishekam), which for Sri Lakshmi Temple was during May 22-27 in 1990.

We request devotees to sponsor Brahmotsavam events and partake of the blessings of Sri Venkateswara during this most auspicious festival.



2024 BRAHMOTSAVAM PROGRAM



THURSDAY, AUGUST 15

9 AM to 12 PM Maha Ganapathi Homam, Navagraha Homam, Abhishekams for Ganapathy, Murugar, Siva and Navagrahas, Arathi
Viswaksena Puja, Sri Lakshmi Venkateswara Utsavar Abhishekam

6:30 PM to 8:30 PM Acharya Anugnai, Bhagavath Anugnai, Viswaksena Puja Punyakavachanam, Mrithika Sangrahanam, Ankurarpanam, Vaasthu Shanthi, Dwaja Prathista, Shayanadhivasam, Arathi

FRIDAY, AUGUST 16

9 AM to 12 PM Lakshmi Moolavar Abhishekam, Dwaja Arohanam, Arathi

7 PM to 9 PM Yagasala Homam, Seshavahana Utsavam, Arathi

SATURDAY, AUGUST 17

9 AM to 11 AM Yagasala Homam, Arathi

6 PM to 8 PM Yagasala Homam, Kalyana Utsavam, Garuda Vahana Utsavam, Arathi

SUNDAY, AUGUST 18

9 AM to 11 AM Yagasala Homam, Arathi

11:30 AM to 12:30 PM Ratha Yatra begins

6 PM to 8 PM Ratha Yatra concludes

6:30 PM to 8:30 PM Yagasala Homam, Arathi

MONDAY, AUGUST 19

9 AM to 11 AM Yagasala Homam, Arathi

6:30 PM to 8:30 PM Ashwa Vahana Utsavam, Arathi

TUESDAY, AUGUST 20

9 AM to 12 PM Yagasala Homam, Sri Lakshmi Venkateswara Utsavar Abhishekam Theertha Snanam, Arathi

7 PM to 10 PM Yagasala Homam, Dwajaavarohanam, Arathi

WEDNESDAY, AUGUST 21

7 PM to 8 PM Unjal Utsavam

FRIDAY, AUGUST 23

7 PM to 9PM Gaja Vahana Utsavam, Arathi

SATURDAY, AUGUST 24

5 PM to 8 PM Theppa Utsavam

SUNDAY, AUGUST 25

9 AM to 12 PM Sri Lakshmi Pushpayaga Utsavam

(Sponsorship: \$ 101)

MAY THE BLESSINGS OF SRI LAKSHMI AND SRI VENKATESWARA
BE ALWAYS WITH YOU AND YOUR FAMILY.



2024 BRAHMOTSAVAM SPONSORSHIP



AUGUST 15 - AUGUST 25, 2024

BRAHMOTSAVAM SPONSOR LEVEL	SOUVENIRS FOR SPONSORS
Grand: \$ 2,501	Silver Coin, Mala, Vastram, Deity Photo (8x10), Prasadam
Diamond: \$ 1,501	Silver Coin, Vastram, Deity Photo (8x10), Prasadam
Platinum: \$ 1,001	Silver Coin, Deity Photo (8x10), Prasadam
Gold: \$ 501	Silver Coin, Deity Photo (8x10), Prasadam
Silver: \$ 251	Vastram, Deity Photo (8x10), Prasadam
Flower Sponsor: \$ 251	Vastram, Deity Photo (8x10), Prasadam
Annadhanam Co-Sponsor: \$251	Vastram, Deity Photo (8x10), Prasadam
Annadhanam: \$ 501	Silver Coin, Deity Photo (8x10), Prasadam
Kalyana Uthsavam \$151	Deity Photo (8x10), Prasadam
Theppa Uthsavam \$101	Deity Photo (8x10), Prasadam
Pushpayaga Uthsavam \$101	Deity Photo (8x10), Prasadam

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