



SRI LAKSHMI TEMPLE, ASHLAND, MA

2023 BRAHMOTSAVAM FESTIVAL



AUGUST 24 - SEPTEMBER 3, 2023

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.

2023 BRAHMOTSAVAM PROGRAM

THURSDAY, AUGUST 24

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 25

9 AM to 12 PM Lakshmi Moolavar Abhishekam, Dwaja Arohanam, Arathi
7 PM to 9 PM Yagasala Homam, Seshavahana Utsavam, Arathi

SATURDAY, AUGUST 26

9 AM to 11 AM Yagasala Homam, Arathi
6 PM to 8 PM Yagasala Homam, Kalyana Utsavam, Garuda Vahana Utsavam, Arathi

SUNDAY, AUGUST 27

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 28

9 AM to 11 AM Yagasala Homam, Arathi
6:30 PM to 8:30 PM Ashwa Vahana Utsavam, Arathi

TUESDAY, AUGUST 29

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 30

7 PM to 8 PM Unjal Utsavam

FRIDAY, SEPTEMBER 1

7 PM to 9 PM Gaja Vahana Utsavam, Arathi

SATURDAY, SEPTEMBER 2

5 PM to 8 PM Theppa Utsavam

SUNDAY, SEPTEMBER 3

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.**