

**Christmas is the time of year for family get-togethers, the exchanging of gifts and, for those who worship, to remember the reason for this religious festival. We take a look at how our key EMG's celebrate over the festive period**

**Merry Christmas to you all**



**Imperial Arch, China Town, Liverpool**



## Christmas in India

As India was a British colony until 1947, many British traditions still remain. Even though less than 3% of Indians are Christians, Christmas is a public holiday. Educational institutions in India also have a mid-academic year holiday, and some schools run by Christian missionaries also run activities that the children participate in. In more commercial towns and cities such as Mumbai with a large Christian population, often have Midnight Mass ceremonies, where hymns are sung and churches decorated. Instead of traditional Christmas trees, banana or mango trees are decorated!



Hindi and Urdu	Bade Din ki Mubarak
Sanskrit	Krismasasya
Bengali	shubhkaamnaa
Tamil	Barodiner shubhechha janai
	Christhu Jayanthi
	Nalvaalthukal

**Indoor Media Ltd**  
Riverside House  
47 The Lynch  
Uxbridge  
Middlesex  
UB8 2TQ

**+44 (0) 20 7125 0007**  
[www.indoormedia.co.uk](http://www.indoormedia.co.uk)

**Some of our satisfied clients:**



Mercedes-Benz



## Christmas Festivities

specialists in ethnic marketing  
**indoormedia**



Decorated banana trees in India, used as an alternative to the fir trees.

### Christmas in Poland

The gift bearer in Polish communities is known as Saint Nicholas or Swiety Mikolaj. Although gift giving plays a role in the celebrations, more emphasis is placed on decorations and making special foods. The most important day is Christmas Eve rather than Christmas Day; this is when the major preparations start such as cleaning the house and preparing the traditional Christmas Eve supper.



**Polish** - Wesolych Świąt

### Christmas in China

Christmas is not considered to be a legal holiday in mainland China, although some Christian citizens do observe this religious festival. Many others who don't consider themselves Christians participate in Westernised Christmas with activities such as exchanging gifts, sending cards and hanging stockings. However, in former British colonies such as Hong Kong, they still have a nominal Christian cultural heritage and recognize Christmas Day as a public holiday.



**Mandarin** - Sheng Dan Kuai Le

**Cantonese** - Seng Dan Fai Lok



Christmas Lights in Hong Kong

You will be surprised to know how much we know about EMG's. To find out more call:

**020 7125 0007**



**Indoor Media Ltd**  
Riverside House  
47 The Lynch  
Uxbridge  
Middlesex  
UB8 2TQ

+44 (0) 20 7125 0007  
[www.indoormedia.co.uk](http://www.indoormedia.co.uk)

Some of our satisfied clients:



**HIGHWAYS**  
AGENCY



**CLINIQUE**



Your email address details were sourced from direct contact with our staff. If you do not wish to receive any future newsletters please reply from your email address with REMOVE in the subject line.

Please send any questions and comments to [natalie@indoormedia.co.uk](mailto:natalie@indoormedia.co.uk)