



**GRADIENTE**  
Infotainment Limited



GRADIENTE  
MISS ★ SHE  
INDIA





16<sup>TH</sup> - 21<sup>ST</sup>  
NOVEMBER 2026

HYDERABAD, INDIA





## CURATING COMPANY



**Gradiante Infotainment Limited** is a **₹3.5 Billion** Indian entertainment, media, digital content, and infotainment company with a vision to build a globally recognized Indian entertainment ecosystem. The company has strengthened its position in the capital markets through its listing on the **National Stock Exchange of India** under the symbol “GRADIENTE”.

The organization is actively building a strong business ecosystem spanning:

- \* Entertainment Production
- \* Event & Fashion Properties
- \* Corporate Branding & Promotions
- \* Content Distribution Networks
- \* Celebrity & Influencer Management
- \* Digital Media & OTT Expansion
- \* International Media Collaborations
- \* Luxury Entertainment Experiences

**Gradiante Infotainment Ltd.** is focused on expansion into the rapidly developing MENA (Middle East & North Africa) region, The company envisions scaling its business ecosystem toward becoming part of the future **\$500 billion creative and entertainment opportunity** emerging from India and global markets.

## ABOUT MISS SHE INDIA



### **PAN INDIA**

APPLICATIONS FROM  
ALL STATES

### **8 CATEGORIES**

21+ SUBTITLES

### **3.5 CR**

ESTIMATED PRODUCTION  
SCALE

### **2029**

PROPOSED GLOBAL  
LAUNCH YEAR

- Miss She India is a premium beauty and talent pageant exclusively for women across India — celebrating inner strength, grace, talent and confidence.
- The pageant **Grand Finale** will be held on **21st November 2026** — at a prestigious 5-star venue in the heart of India's IT capital, **Hyderabad**.
- **Training & Grooming Camp:** 16th–20th November 2026 (6 days residential)
- Contestants are selected through an open **Pan India** application process, followed by regional virtual screening, shortlisting and a grand finale.
- 8 Crown Categories & 21 sub-title crowns
- Live streaming on **OTT** for maximum reach.

## BENEFITS OF PARTICIPANTS



The platform helps participants gain **National exposure, Industry opportunities** and professional grooming.

Participants also receive opportunities for:

- **Modelling assignments**
- **Fashion shows**
- **Brand endorsements**
- **Music videos**
- **OTT & entertainment projects**
- **Influencer collaborations**

# COMPETITION CATEGORIES

## MISS SHE INDIA

For young unmarried women aspiring to enter fashion, modelling, or entertainment

Judging Criteria:

- Beauty & personality
- Confidence & communication
- Fashion sense & styling
- Talent & creativity

## MRS SHE INDIA

For married women showcasing confidence, elegance, and empowerment

Encourages pursuing dreams and expressing individuality

Judging Criteria:

- Personality & confidence
- Fashion & grooming
- Talent & stage presence
- Communication skills

## SPECIAL TITLES

Awards based on performance throughout the pageant journey

Purpose:

- Recognizes each contestant's unique strengths and qualities

**Titles Include:**

- **Miss She India World**
  - **Miss She India Earth**
  - **Miss She India Universe**
  - **Miss She India Tourism**
- 

Subtitles Include:

- Miss Personality
- Miss Best Ramp Walk
- Miss Social Media Star
- Miss Photogenic
- Miss Fashion Icon
- Miss Congeniality
- Miss Popular Choice
- Miss Talent
- Miss Fitness



## ELIGIBILITY



### **NATIONALITY**

- INDIAN CITIZENS
- NRI

### **AGE CRITERIA**

- MISS - 18 TO 27 YEARS
- MRS - 21 TO 47 YEARS

**NO HEIGHT CRITERIA**  
**NO WEIGHT CRITERIA**

- \* Valid Age and Nationality proof such as Aadhaar, Voter Id, Birth Certificate would be required.
- \* Valid NRI documents would be required.
- \* Miss can not be previously married or had children.
- \* Participants can not be pregnant through the duration of the event.
- \* Reigning or prior pageant holders will not be eligible, however state level and local pageant holders are eligible.
- \* Gradient Infotainment Ltd reserves the final authority to accept or reject any application.



# REGISTRATION

Step 1 —

## Registration

- Apply via website.
- Submit basic details (name, age, city, contact, email, category)

Step 2 —

## Profile Submission

- Upload 2–4 photos (close-up & full-length)
- Submit intro video (30–60 sec)
- Add bio & optional social links.

\*A registration fee of ₹1500 will be charged during the form submission which is non-refundable if the participant backs out or cancels or if the participant is not shortlisted.



## REGISTRATION REVIEW



Step 3 —

### Review & Shortlisting

- Evaluated on personality, confidence, presentation & communication.
- Shortlisted candidates receive confirmation.

Step 4 —

### Confirmation

- Official selection message
- Added to contestant group
- Event details shared

Step 5 —

### Orientation

- Briefing on rules, grooming, schedule & finale preparation

# SELECTION

Stage 1 —

## Digital Screening

- Evaluated on appearance, personality, confidence & photos
- Selected candidates move to auditions

Stage 2 —

## City Auditions

- Held across multiple cities
- Includes intro, ramp walk, talent & judge interaction
- Shortlisted participants advance to finals



## 5 AUDITION CITIES

- Delhi
- Pune
- Mumbai
- Hyderabad
- Chandigarh
- Lucknow
- Bangalore



# GROOMING AND TRAINING SESSIONS



## Professional grooming before the Grand Finale

### Training Includes:

- Ramp walk & posture
- Personality & confidence development
- Communication & interview skills
- Styling, wardrobe & makeup basics
- Media handling & Social presence

## PRE-FINAL ACTIVITIES

Before the finale, participants engage in multiple activities such as:

- Fashion photoshoots
- Promotional shoots
- Media interviews
- Brand collaborations
- Social media promotions
- Charity or awareness activities

These activities help contestants gain exposure and experience.



## COMPETITION ROUNDS



### Round 1 —

#### **Introduction**

- Self-introduction on stage
- Judged on confidence, personality & communication

### Round 2 —

#### **Traditional**

- Showcase Indian cultural attire
- Judged on elegance, culture & styling

### Round 3 —

#### **Talent**

- Perform talents like dance, singing, acting, poetry or instruments

### Round 4 —

#### **Fashion / Ramp Walk**

- Professional ramp walk
- Judged on confidence, walk & stage presence

### Round 5 —

#### **Evening Gown**

- Presentation in designer gowns
- Judged on elegance, grace & presentation

### Round 6 —

#### **Q&A Round**

- Top contestants answer judges' questions
- Judged on intelligence, communication & presence of mind

## JUDGING CRITERIA



Contestants are evaluated on several factors.

Key judging parameters include:

- **Personality and confidence**
- **Physical appearance and grooming**
- **Communication skills**
- **Talent performance**
- **Stage presence**
- **Overall impact**

Scores from judges determine finalists and winners.

## SCORING FRAMEWORK

Criteria	Marks
Personality & Confidence	25 Marks
Communication	20 Marks
Stage Presence & Walk	20 Marks
Grooming & Styling	15 Marks
Talent / Creativity	10 Marks
Overall Impact	10 Marks

### Tie-Breaker Policy

In the event that two or more contestants receive identical aggregate scores at any stage of judging, the following tie-break mechanism shall apply in sequential order:

- The contestant with the higher score in the Final Question & Answer Round shall rank higher.
- If the tie persists, the contestant with the higher score in the Personality & Communication category shall rank higher.
- If the tie still remains unresolved, the Chairperson of the Jury shall exercise a casting vote.

The decision arrived at through the above process shall be final, binding, and non-contestable.

# GRAND FINALE EVENT FLOW

Typical finale structure:

## Opening Ceremony

- Introduction of contestants
- Celebrity performances

## Competition Rounds

- Traditional round
- Talent round
- Fashion round
- Evening gown round

Top 10 Announcement

Top 10 contestants selected.

## Top 5 Finalists

Finalists compete in Q&A round.

## Crowning Ceremony

Announcement of:

- Miss She India
- Mrs She India
- Runner-Ups
- Special title winners



## AWARDS AND BENEFITS

The platform helps participants gain National exposure, Industry opportunities and professional grooming.

Participants also receive opportunities for:

- **Modelling assignments**
- **Fashion shows**
- **Brand endorsements**
- **Music videos**
- **OTT & entertainment projects**
- **Influencer collaborations**



## MEDIA AND BRAND EXPOSURE

Participants gain exposure through:

- Fashion shows
- Social media promotions
- News portals
- Brand collaborations
- Celebrity events



## RESPONSIBILITIES OF TITLE WINNERS

Title winners represent the brand and may participate in:

- Fashion events
- Brand campaigns
- Social awareness initiatives
- Media appearances
- Promotional activities



## GRAND FINALE ITINERARY

**GRADIENTE MISS SHE INDIA Grand Finale** is a **3-day immersive experience** designed to groom contestants, prepare them for the stage, and celebrate their journey through **multiple competitive rounds and professional activities.**

The event includes **training sessions, rehearsals, photoshoots, media interactions, and the final crowning ceremony.**



# CLOSING CEREMONY

The event concludes with:

- Winner photoshoots
- Media interviews
- Celebration and networking



## CELEBRITY ANCHOR

**Aman Yatan Verma** is an **Indian television anchor** and actor. Verma is best known for role in Ekta Kapoor's soap opera *Kyunki Saas Bhi Kabhi Bahu Thi* as Anupam Kapadia and for hosting the game show *Khullja Sim Sim* both on Star Plus. He has also participated in *Big Boss*.



## JURY MEMBERS

### **LT Col Ms Rita Gangwani**

President Of India Awardee, And Honored By World Book Of Records , She Has Earned Her Laurels As The Personality Development Coach Of Many Well Known Pageant Winners And Glamour Industry Professionals , Both Nationally And Internationally.



### **Kashvi (Miss Universe Telangana)**

Kashvi Chawda is an Indian beauty pageant titleholder, medical student, and public speaker who rose to prominence as Miss Universe Telangana 2025. She represented her state at the Miss Universe India 2025 national pageant, where she achieved a position in the Top 12 and won the Beauty With a Purpose subsidiary



## Dia Mirza

Dia Mirza Rekhi is an Indian actress who primarily works in Hindi films. She won the title of Miss Asia Pacific International in 2000 after being crowned Femina Miss India Asia Pacific 2000. Mirza made her acting debut with the Hindi film *Rehnaa Hai Terre Dil Mein*, which earned her the Filmfare Award for Best Female Debut nomination.



# MEDIA AND BRAND PLACEMENT

Detailed Media Plan for cities the event is being conducted in



## Radio

Exclusive Radio  
Duration 15 Days  
RED FM 93.5



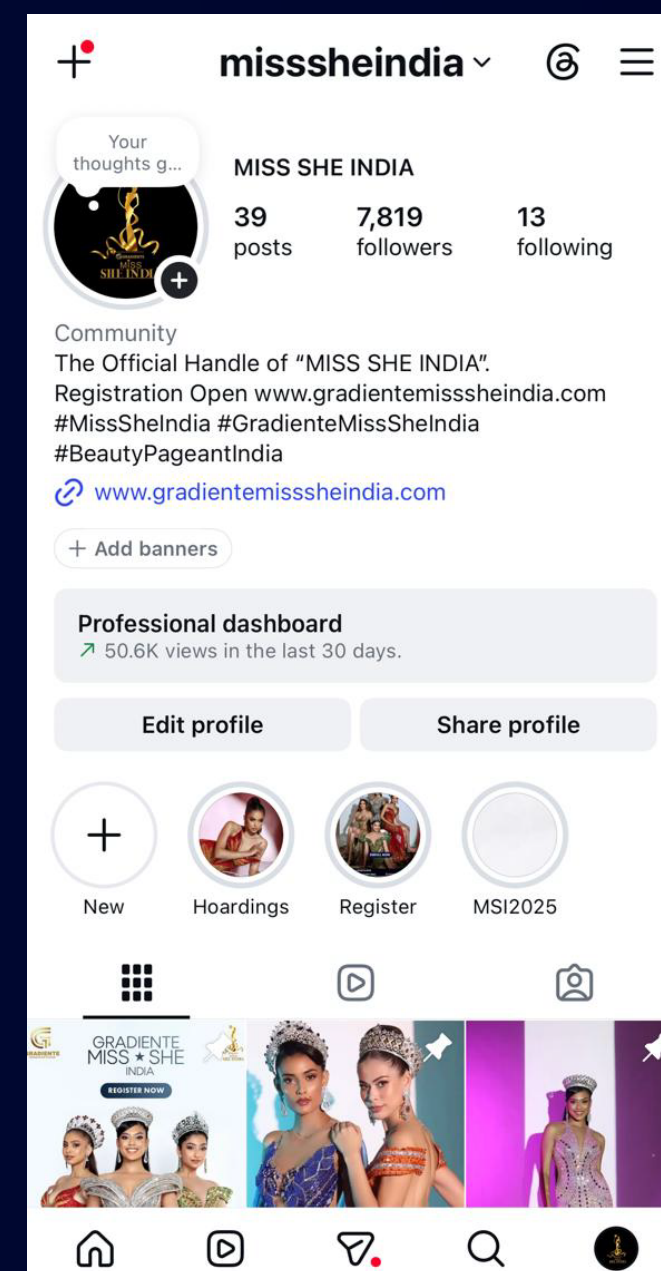
## Outdoor

Targeting Areas Near Airport, High Traffic Zones, Key Locations, Malls and Multiplexes



## Print

Targeting Editorials  
Newspapers  
YouTube media banners.  
Checkered Logo Branding  
(for Sponsors and Partners)  
Standby and Kiosks near main show area.



## On - Ground

Visibility at the venue (Pre and on the show days)

## Social Media

Google Ads, Web Banners, Instagram, Facebook (Already Ongoing)

## SHOW DIRECTOR

**SHAM KHAN** is an accomplished **Fashion Show Director** known for his strong creative vision, flawless execution, and command over large-scale runway productions. With a keen eye for detail, he seamlessly integrates choreography, lighting, music, and stage design to create impactful fashion experiences.

He excels in managing models, designers, and production teams with precision, ensuring every show reflects elegance, discipline, and storytelling. His leadership and innovative approach have made him a trusted name in high-profile fashion events and showcases.



# MONTHLY ROADMAP

## APR - Foundation

- Build core team
- Finalize venue contract
- Design brand identity & logo
- Shortlist celebrity judge & performer (budget varies)

## MAY - Applications Open

- Website & social launch + applications
- PR, marketing & press release
- Selection committee formation

## JUN - Sponsorship Drive

- Secure sponsors & partners (title, crown, sash)
- Finalize barter & category collaborations (media, OOH, gifts)

## JUL - Screening

- Online auditions & shortlisting
- Video shoots & sponsor presentations

## AUG - Final Selection

- City finals & Top 25 selection
- Jury confirmed & styling teams onboarded

## SEP - Production Planning

- Stage design & production planning
- Celebrities/artists confirmed
- TV deal & rehearsals finalized

## OCT - Marketing Peak

- Promos & trailers released
- Press, profiles & VIP invites launched

## NOV - Event Week

- 16–20 Nov: Training & grooming
- 21 Nov: Grand finale & live telecast

# TEAMS AND ORG STRUCTURE

## Core Leadership

- Chairman & MD: Dr. Vimal Raj Mathur
- CEO: Pia Roy
- President: Nikhil Bhatnagar
- General Manager: Mohammed Safdar Khan
- Project Manager: Paresh Vaidya
- Advisors: Lt Col Rita Gangwani
- Pageant Director: Cocoaberry Talent Academy & Sham Khan

## Marketing & PR

- Manager Marketing: Neeraj Singh Rathore
- Business development Executive: Darshana Rajput
- PR Agency : Mohit Daswani & Riya Bajaj Daswani
- Digital Campaign Manager: Shivani

## Production Team

- Stage Director
- Lighting & AV
- Choreographer
- Wardrobe Stylist

## Selection Committee

- Chief Selector
- Grooming Expert
- Regional Judges (Pan India)
- Technical Judges

## Admin & Logistics

- Travel Coordinator
- Hotel Liaison
- Contestant Coordinator
- Security Head

## Media & Broadcast

- STV Channel Partner
- Streaming Manager
- Video Production House
- Photography Team

# CORE LEADERSHIP TEAM



**DR. VIMAL RAJ MATHUR**  
**CHAIRMAN & MD**



**PIA ROY**  
**CEO**



**NIKHIL BHATNAGAR**  
**PRESIDENT**



**MOHAMMED SAFDAR KHAN**  
**GENERAL MANAGER**



**DARSHANA RAJPUT**  
**BUSINESS DEVELOPMENT  
& MARKETING**



**SHIVANI**  
**DIGITAL MARKETING LEAD**



**PARESH**  
**MANAGER PROJECTS**



**NEERAJ SINGH RATHORE**  
**MANAGER MARKETING**

# GROWTH ROADMAP

## 2026 - Launch

- Grand Inaugural Edition
- 5 Star Property, Hyderabad
- Pan India Applications
- Live National Telecast
- 21 Crown Categories
- Television Channel
- Celebrity Jury

## 2027 - Scale

- 2nd Edition with larger sponsor base
- Regional Editions Added
- OTT Streaming Partnership
- Expanded Celebrity Jury
- Merchandise Launch

## 2028 - Establish

- National Brand Recognition
- Brand Ambassador Program
- Corporate Tie-Up Packages
- State level sub pageants
- Reality show pilot

## 2029+ - Global

- Miss She World / Asia Launch
- Represent India Globally
- International Jury & Sponsors
- Global Media Rights
- Franchise Model Rollout

# EVENT PLANNING & PRODUCTION

From Application to Crown – Every Detail Planned

Live Telecast: TV broadcast + OTT & YouTube streaming

Venue: Hyderabad – 5-star ballroom (200+ guests)

Video Production: Promos, profiles & BTS content

Training Camp (16–20 Nov): Grooming, ramp walk & interviews

Travel & Logistics: Flights, stay & transfers

Celebrity Artist: Headline performance for finale

Admin & Security: Event safety, VIP & media coordination

Stage Entertainment: Band, dance, fashion showcase

# MARKETING PLAN

360 Degree Outreach – Digital, Broadcast, Outdoor & On Ground

## Digital & Social Media

Instagram, Facebook, YouTube, Reels & Shorts campaigns  
Influencer collaborations  
Contestant content series  
10M+ impression target

## Video Shoots & Promos

Professional video shoots with shortlisted models  
Episode-style contestant journey content  
Grand reveal & finale trailers  
Behind-the-scenes (BTS) series

## Pan India Application Drive

Online applications via official portal  
Partnerships with colleges, academies & modelling agencies  
State coordinators for outreach

## PR & News Media

Press releases in national & regional print  
News channel features  
Entertainment media tie-ups (barter)  
Celebrity interviews pre-event

## Outdoor & OOH

Hoardings, metro ads & airport displays in key metros  
Barter collaborations with OOH partners for premium inventory

## TV & Live Telecast

National broadcaster deal for Grand Finale live airing  
Regional channel packages  
Pre-show & post-show content deals

## BUDGET BREAKDOWN

- Legal & compliances (IP registration & trademarking)
- Venue – 5 star Property in Hyderabad (5+1 days)
- Event production & PR setup (licenses, stage, lights, AV, set design)
- Celebrity artist & entertainment package
- Marketing (digital, social, video shoots, PR)
- Grooming & training camp (16–20 Nov)
- Travel & logistics (finalists, judges, crew)
- Video shoots & edits (models + promos)
- Live telecast (national & regional channels)
- Crown, sashes & trophy fabrication
- Administrative team & coordination
- Selection process (pan-India auditions)
- Contingency & miscellaneous (10%)

**TOTAL:**

Exact amount after final discussion & recce

## SPONSORSHIP CATEGORIES

(Premium Partnership Opportunities)

Title / Main Sponsor	₹ 50 Lakhs
Presented By Sponsor	₹45 Lakhs
Co-Presented By Sponsor	₹40 Lakhs
Powered By Sponsor	₹35 Lakhs
Co-Powered By Sponsor	₹30 Lakhs
Associate Partner	₹5-15 Lakhs

## SPONSORSHIP & REVENUE MODEL

(Exclusive Branding Opportunities)



Broadcast Partner	₹ 1 Crore
OTT Rights	₹ 1 Crore
Radio Partner	₹25 Lakhs
Crown, Sash & Associate Sponsor	₹25 Lakhs
Sub-Title Sponsors (Best Smile, Best Talent, etc.)	₹10 Lakhs
1st Runner-Up Sponsor	₹15 Lakhs
2nd Runner-Up Sponsor	₹10 Lakhs
Gift Hamper & Lifestyle Collaborations	Open Category

## WHY INVEST IN MISS SHE INDIA?



Anticipating Strong Returns Through Sponsorship, Media & Brand Equity from Day 1

**PAGEANT IP VALUE:** Owning a national pageant brand is a long-term appreciating asset. Year 1 brand valuation alone justifies the investment.

**MEDIA LEVERAGE:** Live national telecast + OTT streaming = millions of eyeballs. Sponsors get mass reach. IP holder benefits from media rights revenue.

**SPONSOR-BACKED RETURNS:** Target ₹40–55L in sponsorship income in Year 1. Combined with barter deals, the net cash outflow is significantly lower.

**GLOBAL UPSIDE:** From 2029, Miss She India becomes an international franchise. Revenue from global licensing, representation fees & merchandise.

**YEAR-ON-YEAR GROWTH:** Pageant brands compound. Each edition builds equity — contestant count, viewership & sponsor value all increase year-on-year.

**LOW RISK STRUCTURE:** Barter collaborations for OOH, media & gifts reduce cash outflow significantly. Sponsor fee structure de-risks 60–65% of total budget.

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INDIA



# EXECUTIVE SUMMARY

A National Pageant Platform Built for India and The World



## Mission

To discover, celebrate and elevate India's most talented, confident and beautiful women across every state and community.

## Vision

2026–2028: Establish Miss She India as the premier national pageant. From 2029: Take the brand global, representing India on world stages.

## Opportunity

India's ₹7,000 Cr+ beauty & wellness industry + booming OTT & live entertainment sector — pageants are an untapped premium IP category.

## Ask

Seeking ₹Crores of Returns via Sponsorships, Media Rights, Merchandise & Brand Equity from Year 1.



Connect With Us



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