

Karan Johar Backs India's First Fashion Reality Show

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Bollywood filmmaker and producer **Karan Johar** is stepping into a new domain. He is producing **India's first fashion reality show** titled *Pitch To Get Rich*.

Thus the show is designed to provide a platform for emerging designers, especially those from smaller towns, to scale their creative and business potential.

Format & High Stakes

The series will feature **14 fashion founders** competing over **eight episodes**.

Contestants will face real-world challenges: creating collections under tight deadlines, pitching to investors, and managing the pressure to perform.

At stake: a **funding pool of ₹40 crore** to support expansion, production, and business scale-up.

Backed by Big Names

The show is produced under **Dharmatic Entertainment** with Karan Johar as host.

It also features heavyweight investors. **Akshay Kumar** and **Navin Jindal** are among those supporting the show.

Each episode will also include celebrity guests such as **Saif Ali Khan, Malaika Arora, Ananya Panday, Manish Malhotra, Sara Ali Khan, Tiger Shroff**, and others—bringing a glitzy, star-powered touch.

Mission: From Local Threads to Global Brands

One of the core goals of *Pitch To Get Rich* is to bridge the gap between designers in lesser-known regions and global exposure. As Sanjay Nigam (founder of Fashion Entrepreneur Fund) puts it: there's untapped design talent in places like Shahpur Jat whose work remains largely unrecognized.

Hence, the show adopts a **"Local to Global"** theme—leveraging Indian fabrics, craftsmanship, and creativity to reach international markets.

However support from fashion weeks, exhibitions, and retail networks, contestants may gain the infrastructure they need to scale.

Why This Matters Now

India's fashion and textile sector is already on an upward trajectory. Overall a show like this arrives at a moment when visibility, investment, and formal support can accelerate growth.

Moreover, many talented designers lack access to capital, branding, or platforms. *Pitch To Get Rich* could democratize opportunity—bringing visibility, funding, and mentorship to creatives beyond major fashion capitals.

The involvement of film stars and media ensures that fashion gets mainstream attention. Therefore many viewers, this could be their first encounter with the business side of design as a competitive, high-stakes environment.

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