

JioHotstar Launches ‘Pitch to Get Rich’: India’s Fashion Reality Show

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JioHotstar is set to premiere ‘Pitch to Get Rich’ on October 20, 2025. This reality series aims to spotlight India’s burgeoning fashion industry by providing a platform for emerging entrepreneurs. The show offers a ₹40 crore investment pool to 14 selected fashion founders.

A Star-Studded Panel of Judges

The series features a distinguished panel of judges, including Bollywood celebrities Akshay Kumar and Karan Johar. Other notable figures such as Malaika Arora and renowned designer Manish Malhotra will also lend their expertise. This blend of glamour and business acumen is set to elevate the show’s appeal.

Produced by Industry Leaders

‘Pitch to Get Rich’ is produced by the Fashion Entrepreneur Fund (FEF) in collaboration with Dharmatic Entertainment. Therefore defying the digital arm of Dharma Productions. Apoorva Mehta, CEO of Dharmatic Entertainment, emphasized the show’s role in merging fashion, business, and innovation. Sanjay Nigam, Founder of FEF, highlighted the initiative’s commitment to promoting ‘Make in India’ talent.

A New Era for Fashion Entrepreneur

Thus series marks a significant step in integrating fashion entrepreneurship into mainstream entertainment. Therefore by offering substantial investment opportunities and mentorship, ‘Pitch to Get Rich’ aims to inspire and empower the next generation of fashion leaders in India.

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