

Inside India's First Fashion Investment Reality Show: “Pitch to Get Rich”

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India's fashion ecosystem is getting a new platform. The show “Pitch to Get Rich” brings emerging fashion founders into the spotlight — combining startup ambitions, design talent and celebrity investors. According to its creator Sanjay Nigam, this is where “fashion, finance and fame come together”.

However for streaming exclusively on Jio's OTT service, the show aims to transform the silhouette of Indian fashion from a niche craft into a serious business.

The Format: What Makes It Different

Unlike typical fashion competitions, this show focuses on **investment and business scale**. The key features:

- A dedicated pool of **₹40 crore** for participating brands.
- 13 – 14 fashion-startup founders have been shortlisted after a multi-year screening.
- A judging/investor panel comprised of both Bollywood stars and business leaders. Names include Akshay Kumar, Karan Johar, Malaika Arora, Manish Malhotra, alongside industrialists like Gaurav Dalmia and Ravi Jaipuria.
- Thus underlying vision: amplify the “Make in India” ethos in fashion and enable brands to scale globally.

Why It Matters for the Industry

With India's fashion market evolving rapidly, this show bridges a gap. In a conventional setting many designers have creativity but lack capital, mentorship or visibility. Here:

- Investment is **part of the format**, not just a prize.
- Mentorship from industry heavyweights offers both brand credibility and business counselling.
- The storytelling angle (reality TV) gives fashion startups a **mass-audience platform**, not just trade shows or boutique launches.

As Nigam puts it, the platform is “entertaining yet empowering.”

Challenges & Opportunities

Of course, success will depend on more than glitz:

- How well the participating brands can **convert capital and exposure into lasting growth**.
- Whether the combination of fashion design + business scale + TV drama holds up beyond first episodes.
- The effectiveness of celebrity-investor involvement in **actual business value**, not just visibility.
- For viewers and aspiring designers, the show becomes a testing ground: can fashion become mainstream entrepreneurship in India?

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