

Mayuri Mittal: Inclusivity at the Red-Carpet

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Entrepreneur, journalist, artist and activist Mayuri Mittal founded Miss & Mrs. Red Carpet Crown of India — the first-of-its-kind pageant designed to give a voice and platform to women including acid-attack survivors, plus-size women, those with vitiligo, housewives and professionals alike.

From Journalism to Advocacy

Having worked as a journalist, Mittal brings a storytelling sensibility to the pageant. Her aim is to craft narratives that empower women who have been under-represented or excluded in conventional beauty forums.

Vision & Expansion

Mittal plans to extend the pageant into various Indian cities and ultimately internationally, therefore amplifying these stories of strength, dignity and identity.

Why It Matters

In an industry often criticised for narrow standards of beauty, Mittal's initiative marks a significant step toward inclusive representation. Her work highlights how platforms can be re-imagined to be socially meaningful, not just glamorous.

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