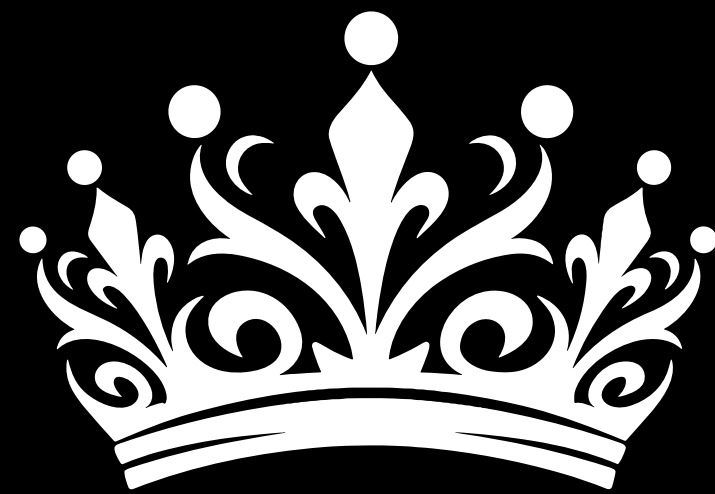




INDIA ICON

2026

NATIONAL AUDITIONS NOW OPEN!

ABOUT INDIA ICON 2026

India Icon 2026 is India's first national beauty and personality pageant built entirely around Indian identity - not as a stepping stone to international stages, but as a destination in itself.

Presented by Vastra Media - the team behind VASTRA Magazine and India International Fashion Week - India Icon 2026 travels across 8 states, conducting auditions at premier fashion and management institutes before culminating in a Grand Finale at Zee Studios, Jaipur.

800 participants will audition. 160 will be selected. 40 will reach the Grand Finale. 10 will be crowned.

Every stage of the journey - from city auditions to the national finale - is a media moment, a content opportunity, and a brand activation platform for our partners.

India Icon 2026 is not chasing the world. It is celebrating India.

MORE THAN JUST A PAGEANT - IT'S CULTURAL CAPITAL



THE INDIA ICON JOURNEY

EIGHT CITIES. THREE ROUNDS. ONE STAGE.

India Icon 2026 is structured across four progressive stages - each one a distinct brand activation opportunity for our partners.

Stage 1 - City Auditions

Auditions are held across 8 states at premier fashion and management institutes. Each audition city features a branded media wall, a professional photography setup, and a three-member jury panel.

Stage 2 - Quarter Finals - Lucknow

160 selected participants from 8 states compete in the first national round. Grooming sessions, editorial photoshoots, and runway presentations. Sponsor products are actively used, worn, and photographed across every session.

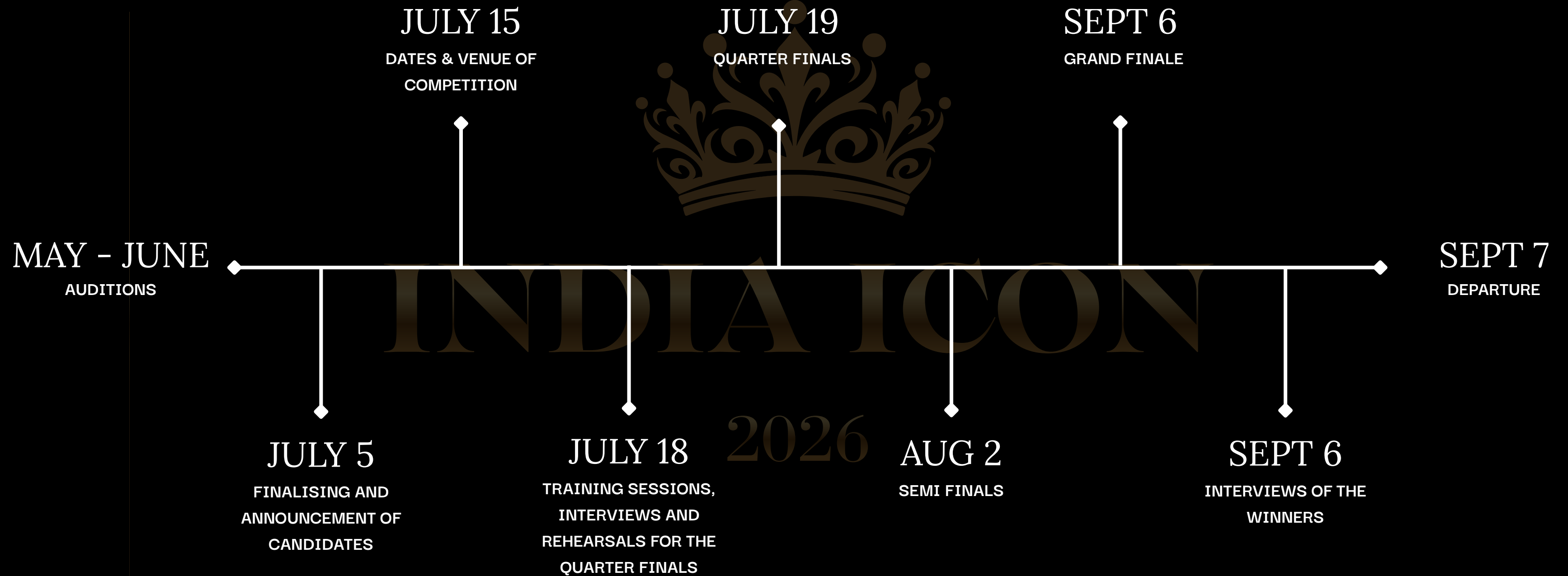
Stage 3 - Semi Finals - Delhi

60 participants advance. The competition intensifies. National media coverage begins. Delhi's fashion and media community creates natural amplification for every partner associated with India Icon at this stage.

Stage 4 - Grand Finale - Zee Studios Jaipur

40 participants. 10 winners crowned across 10 categories. A fully produced stage event with national press coverage, social media reach, and VASTRA Magazine editorial integration. This is where India Icon becomes a brand moment that outlasts the event itself.

TIMELINE FOR INDIA ICON 2026



SUB – CONTEST CATEGORY FOR INDIA ICON 2026

Male:

1. People's Choice Award
2. Best Physique
3. Best in Formalwear
4. Top Model
5. Mr. Runway Icon
6. Mr. Radiant Icon
7. Mr. Style Icon
8. Mr. Charisma Icon
9. Mr. Culture Icon
10. Mr. Photogenic

Female:

1. People's Choice Award
2. Best Physique
3. Best in Formalwear
4. Top Model
5. Ms. Runway Icon
6. Ms. Radiant Icon
7. Ms. Style Icon
8. Ms. Charisma Icon
9. Ms. Culture Icon
10. Ms. Photogenic

WHY

INDIA ICON 2026

UNMATCHED VISIBILITY:

As Vastra Media's Signature Fashion Event, **India Icon 2026** will attract extensive media coverage across print, digital, and social media platforms.

PRESTIGIOUS NETWORK:

With a Guest List of over 1000+ guests including fashion icons, industry insiders, and influencers, the event is a nexus for networking and brand engagement.

IMMERSIVE BRAND EXPERIENCE:

Opportunities for Brand placements - from ramp walks to experiential zones, provides an immersive experience that resonates with audiences long after the event.



BRANDS WE HAVE WORKED WITH

Ray-Ban®

UNREBORN PROJECT

TIMEX

rayden

RAFU'D



SIROY

PANDORA
LAB-GROWN DIAMONDS

Ω
OMEGA

ULTRAHUMAN

LOEWE

DE BEERS
JEWELLERS

Van Cleef & Arpels
Haute Joaillerie, place Vendôme since 1906

CHANEL

aarka.

SHEIN

LANCÔME
PARIS

DESIGNERS WE HAVE WORKED WITH

TAE

SEVĀ
HOME

BB
BALENCIAGA
PARIS



PRISCA

JUNE
studios

BOTTEGA
VENETA

ŌSHADI

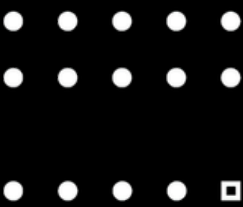
FIBRELAB

ALINKA
FINE JEWELLERY

सी
THE HOUSE OF STYLE



SARSO



KISSA - GOI

DOLCE & GABBANA

G

THE GOYA JOURNAL



the
humane
.collective

WABI SABI

EK KATHA
SLOW CLOTHING

Studio
RIGU

RA

VAstra

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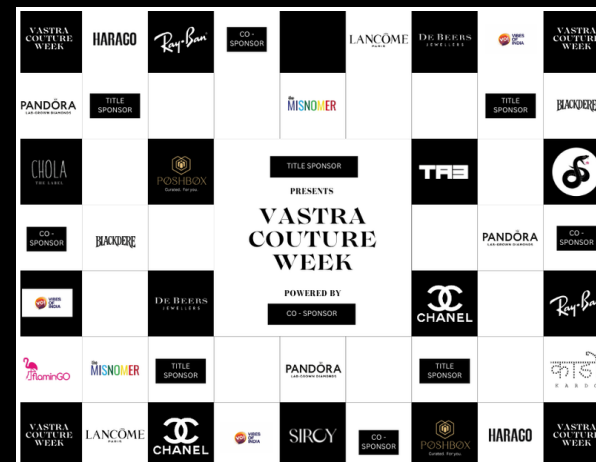
VA

DELIVERABLES



TITLE SPONSOR WALL

Exclusive visibility across runway, magazine, social media, and press - delivering unmatched brand integration, premium audience reach, and lasting influence.



MEDIA WALL Interview

Unparalleled luxury exposure with premium audiences across runway, magazine, and global platforms.



SOCIAL MEDIA REACH

Guaranteed 100K+ reach via instagram reels for all the SPONSORS & DESIGNERS



DIGITAL & PRINT INTEGRATION

The entire event will be featured in digital and physical versions of VASTRA MAGAZINE and MORE!

MEDIA PLAN

PRE - EVENT	DURING EVENT	POST - EVENT
• Pre-Event Press Release • Media rounds with releasing invites • Finalize the relevant Media sites • Arrange and coordinate one-tone interviews of the candidates • Confirmation calls to the media • Reminder SMS • Follow-up with media to ensure maximum presence • Distribute Press kit	• Press Registration • Help Desk at the Venue - Register and attend to needs of media persons attending the event • Ensure greater Media attendance • Arrange interviews of our client with the media • Present awards at the event • Concentration on image building and branding	• Post-event press release • Post-event photos & video clippings of the event. • Article writings and reviews from media houses. • India Icon 2026 clippings • PR articles • Hand over the original data to the clients.

SPONSORSHIP MATRIX:

VISIBILITY	TITLE SPONSOR	CO - SPONSOR	CATEGORY SPONSOR	ASSOCIATE SPONSOR
HOST MENTION	Before every Round name	After every Round name	Only Category specific	X
STAGE PRESENCE	Above India Icon title	Below India Icon title	Side screens only	Side screens only
PASSES	Yes	Yes	No	No
RED CARPET	Above INDIA ICON title on the backdrop	Below INDIA ICON title on the backdrop	Backdrop	Backdrop
PR MENTIONS	Mentioned in every PR release	Mentioned in every PR release	Mentioned in every PR release	Mentioned in every PR release
SOCIAL MEDIA	6 Posts + Models	4 Posts + Models	4 Posts + Models	4 Posts
MEDIA ADS	Full Page	Half Page	X	X

POWERED BY

We are proud to announce NIF Global Lucknow as the Official Venue Partner for Uttar Pradesh Auditions of India Icon 2026.

- Premium Audition Experience: A professionally managed venue ensuring a seamless and high-quality audition environment for all participants.
- Strengthened Regional Presence: With NIF Global Lucknow onboard, India Icon 2026 expands its footprint in Uttar Pradesh, enabling us to tap into emerging talent from the region.
- Global Prestige: Partnering with one of the world's most recognized fashion institution adds unmatched credibility to your showcase.

Your designs, amplified by NIG Global's signature style.

MODEL SHOWCASE

Registration Fee - Rs. 20,000 (exclusive of GST)

Runway Exclusivity - 6 rounds in front of a Global crowd

Our Deliverables:

- Professional photoshoots and portfolio development
- Exposure to designers and fashion brands
- Training from industry experts
- National-level pageant exposure
- Media coverage and social media promotions
- Networking with influencers and fashion professionals
- Globally acclaimed Makeup Artist

YOUR EXPERIENCE

Participants will experience:

- Professional Photoshoots
- Designer Runway Shows
- Grooming & Personality Development Sessions
- Interview and Communication Training
- Media Coverage & Public Exposure
- Grand Finale Competition

EVENT JOURNEY: 2026

Registration → Selection → Grooming Sessions → Photoshoots → Rehearsals → Grand
Finale

WHY INDIA ICON 2026?

ELITE INDUSTRY ACCESS

Showcase directly to top buyers, luxury brands, celebrity stylists, and media houses.

PREMIUM MEDIA COVERAGE

Placement in Vastra Magazine (print + digital), co-branded PR, and influencer amplification.

PROFESSIONAL PHOTOSHOOT

Editorial shoots with professional photographers that participants can use for modelling and career growth.

NETWORKING POWERHOUSE

Exclusive access to sponsors, VIPs, luxury partners, and global fashion insiders.



INDIA ICON

2026

GROOMING SESSIONS

Training in runway walking, stage presence, communication, and confidence.

LUXURY VENUE

Hosted at Zee Studios, Jaipur, a premium property aligning your brand with sophistication.

CREDIBILITY UPGRADE

Being featured at India Icon 2026 signals that your brand is ready to compete with India's finest labels.

ONE-YEAR CONTRACT (WINNERS)

Beyond the show, you gain entry into Vastra Media's fast-scaling ecosystem - calendar shoots, magazine features, retreats, and global partnerships.

STAY & HOSPITALITY

Accommodation and meals during the event.



BEYOND THE CROWN

Participants gain access to opportunities including, but not limited to:

- Modelling assignments through Faces of Vastra
- Magazine features in Vastra Magazine
- Fashion show runway opportunities
- Brand collaborations
- Influencer partnerships
- Industry networking with designers and stylists

INDIA ICON 2026 SERVES YOUR CAREER LAUNCHPAD
INTO THE WORLD OF MODELLING.

ARE YOU READY TO BECOME AN ICON?



YOUR JOURNEY TO BECOMING AN ICON BEGINS HERE.

Feel free to approach us for any queries you may have.

Call Us - 9616439561

Visit Us - Urbtech Trade Center, Sector 132, Noida

Website - www.vastramagazine.com

Instagram - [vastramag](https://www.instagram.com/vastramag)

SEE YOU AT THE INDIA ICON 2026!