

An Unparalleled Opportunity

Chandigarh most premium startup and innovation event.

Connect network and grow with future leaders

Exhibition Ground,
Sector 34 (between
petrol pumps)

- ▶ 10,000+ Footfall
- ▶ 500+ Startups
- ▶ 50+ Investors
- ▶ 10+ Networking Events



STARTUP — Mela 2026



+91-7743096565
+91-7988080907



event.businessorbit.org



Sector- 34
Exhibition Ground
Chandigarh



CHANDIGARH'S LARGEST NETWORKING EVENT

Startup Mela is more than just an event; it's a revolutionary, one-stop platform for innovation, business, and networking. We are building the single most impactful ecosystem in the region, **bringing together the brightest founders, investors, ambitious students, and the entire business community under one roof**. This is where groundbreaking ideas are unveiled, game-changing partnerships are forged, and the future of every industry is on full display.

We've meticulously designed the entire experience to target every key sector, creating an unparalleled opportunity for growth, learning, and discovery.

Our Vision & Mission

Our Vision: To create Chandigarh's most impactful and dynamic platform for startups, investors, vendors, and influencers to connect, collaborate, and grow.

Our Mission: To build a revolutionary, one-stop ecosystem that bridges the gap between groundbreaking ideas, strategic capital, and a massive, engaged community. We are establishing the new benchmark for business in the region—an annual festival where the future is unveiled.

Partner with the Future

This is more than a sponsorship. It is a declaration of your brand's leadership in this new economy.

By partnering with Startup Mela, you place your brand at the absolute center of this movement, connecting with a high-value, high-energy audience of over 50,000+ people. We are offering you a front-row seat to the future—an unparalleled opportunity to lead the conversation and cement your legacy as a true pioneer in the region.



CHANDIGARH'S LARGEST NETWORKING EVENT

Who is Startup Mela For?

We've curated an experience that delivers immense value to every single attendee. Whether you're looking to invest, learn, network, or simply be inspired, this is where you need to be.

For Investors - This is your curated deal-flow pipeline. Get exclusive access to the region's most promising, pre-vetted startups and visionary founders. Network with fellow investors and startup owners in our VVIP lounges, listen to high-stakes pitches, and discover the next unicorn.

For Students - This is your launchpad. Immerse yourself in the world of innovation, participate in the thrilling Ideathon, and learn directly from industry titans in exclusive speaker sessions. It's the ultimate opportunity to find mentors, gain inspiration, and connect with potential employers.

For Business Owners & Networkers - Connect with potential clients, partners, and collaborators. Most importantly you can pitch your idea to investors. Attend premium networking conferences designed to forge high-value business relationships. See what other brands are presenting, identify new trends, and place your business at the center of the conversation.

For the General Audience - This is your front-row seat to the future. Experience the best and biggest exhibition of startups in Chandigarh. Discover cutting-edge products, enjoy incredible offers from emerging brands, soak in the entertainment from the main stage, and be the first to see what's next.

STARTUP MELA
Innovation & Enterprise Conclave

THE EVENT ARCHITECTURE

The Startup Mela is designed for discovery, interaction, and business. Here's a look at the key areas on the map:

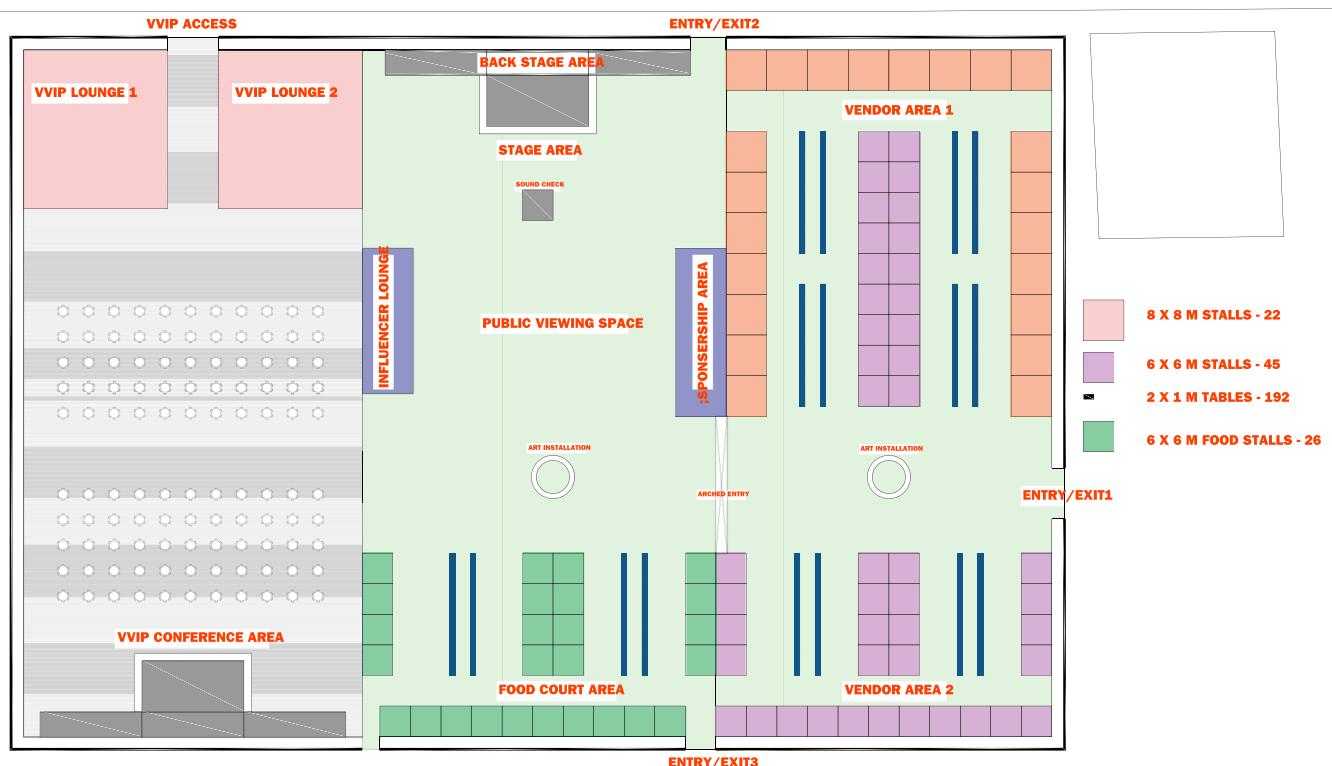
Vendor Areas (1 & 2): The Marketplace The bustling core of our exhibition, hosting hundreds of stalls. This is where startups, SMEs, and large brands connect directly with over 50,000 attendees.

Food Court Area A dedicated zone to recharge and network in a more casual setting, featuring a diverse range of culinary experiences.

Main Stage & Public Viewing Space The entertainment and marketing hub. This massive, open-air arena is the home for our flagship shows, product launches, and awards, visible to thousands.

VIP Conference Area An exclusive, indoor auditorium for our ticketed conference. This is the private venue for all speaker sessions, panel discussions, the Ideathon, and the high-stakes pitching event.

VVIP Lounge: Premium, access-controlled zones for our most distinguished guests. These lounges are the primary networking space, providing a quiet, exclusive environment for founders, investors and speakers, to connect and build relationships.



THE EVENTS HAPPENING

The entire experience is anchored by two main stages, each with a distinct purpose: **The Main Stage** (The Spotlight), an open-air spectacle for entertainment and brand showcases, and **The Conference Stage** (The Knowledge Hub), an exclusive, indoor auditorium for deep learning and high-stakes networking.

Here is a detailed breakdown of every event you can experience at Startup Mela.

Part 1: The Main Stage (The Spotlight)



1. The Fashion Show

Experience a dazzling, professional runway show that blurs the line between tech and haute couture. Each brand's showcase will be brought to life by 10 professional models, creating a stunning visual spectacle of style and creativity.



2. Spectacular Product Launches

We are providing the biggest stage in Tricity for select startups and brands to launch their new products to the world. With full digital and print media coverage,



The Gaming Tournament

Get ready for a high-energy esports battle. We are hosting a massive gaming tournament, broadcast live on our main-stage screens. Watch as top local teams and players compete for a significant prize pool and the title of Startup Mela Champions.



4. The Influencer Show

This is not your standard meet-and-greet. The Influencer Show is a one-of-a-kind live event where multiple top-tier creators and influencers will collaborate on stage. Expect live challenges, brand deal showcases, and interactive segments with the audience.



5. The Award Show

A gala ceremony to celebrate excellence. As the sun sets, the Main Stage will transform to host the Startup Mela Awards. We will be recognizing and celebrating the most outstanding businesses, founders, and innovators in our ecosystem across a range of categories.



6. Live Comedy Show

After two days of intense networking and business, it's time to unwind. We are closing out the Mela with a headline performance from one of the country's top stand-up comedians. Get ready to laugh, relax, and celebrate a successful event with thousands of fellow attendees.

THE EVENTS HAPPENING

Part 2: The Conference Stage (The Knowledge Hub)

Located inside our exclusive, indoor auditorium, the Conference Stage is a private venue dedicated to high-level learning, deep insights, and game-changing networking. Access is strictly limited to our All-Access Pass holders, ensuring a focused environment for serious business.

1. Expert Speaker Sessions

This is your chance to learn from the best. We have curated an incredible lineup of 6+ sessions featuring industry titans, venture capitalists, million-dollar founders, and leading subject-matter experts. They will share their unfiltered insights, strategies, and predictions on everything from fundraising and marketing to AI and global scaling.

2. The Networking Conference

A curated event focused on one thing: connecting business owners. This isn't just casual mingling; it's a structured session designed to help you find your next client, partner, or collaborator. Forge high-value partnerships in a professional environment filled with other ambitious leaders and decision-makers.

3. The Ideathon

Witness innovation in its rawest form. The Ideathon is a high-intensity competition where we've challenged the brightest student minds from across the region to battle it out. Over the two days, they will work to create innovative solutions to real-world problems, culminating in a final presentation on the conference stage.

4. The Pitching Event

This is the ultimate opportunity for startups. A closed-door, high-stakes event where a select group of founders (who have purchased the Startup Pitching Pass) will present their business ideas live. The audience? A panel of active VCs, angel investors, and funding networks who are here to find their next investment. This is where deals get done.



CHANDIGARH'S LARGEST NETWORKING EVENT

Get Your Pass to the Future

General Entry Pass

● **PRICE:** ₹50 /- (for 2 days)

● **WHAT'S INCLUDED:** This pass grants you full access to the Exhibitor Side (Zone 1). Explore hundreds of startup stalls, discover new products, and enjoy the vibrant atmosphere and Food Court area.

Arena Pass

● **PRICE:** ₹1,500 /- (per person)

● **WHAT'S INCLUDED:** Get everything in the General Entry Pass PLUS access to the Stage Side (Zone 2). This is your ticket to the public viewing arena for all Main Stage events, including the fashion show, gaming tournament, product launches, and live entertainment.

All-Access Conference Pass

● **PRICE:** ₹7,500 /- (per person)

● **WHAT'S INCLUDED:** The ultimate Startup Mela experience. Get everything in the Arena Pass PLUS exclusive access to the Conference Side (Zone 3). This is your all-access pass to the Knowledge Hub, including all Speaker Sessions, the Networking Conference, and entry to watch the Ideathon.

Startup Pitching Pass

● **PRICE:** ₹20,000 /- (per startup)

● **WHAT'S INCLUDED:** This exclusive pass is for founders ready to raise capital. It grants your startup entry into the official Pitching Event, allowing you to present your business directly to our panel of VCs, angel investors, and funding networks.

Industries targeted

- Technology & AI (SaaS, Apps, AI, Hardware)
- Fashion & Lifestyle (Emerging Brands, Apparel, D2C)
- Food & Beverage (F&B) (Restaurants, Packaged Goods, Food Tech)
- Gaming & Esports (Gaming Companies, Hardware, Teams)
- Automobile & Mobility (Car Brands, EV Startups, Mobility Solutions)
- Banking & FinTech (Banks, Insurance, Payment Gateways)
- Media & Entertainment (Media Houses, Content Creators, Production)
- Influencer & Digital Marketing (Agencies, Creators)
- Venture Capital & Investment
- Education & EdTech



CHANDIGARH'S LARGEST NETWORKING EVENT

Sponsor Startup Mela

Put your brand at the absolute center of innovation and opportunity in Chandigarh.

Why Sponsor Startup Mela?

This is more than a logo on a banner.

- **Massive Reach:** Connect with a **50,000+** strong, high-value audience on-ground, and a **500k+ digital audience** through our aggressive marketing, print, and influencer campaigns.
- **Elite Networking:** Gain unparalleled access to **300+ startups, 50+ investors, VCs, HNIs, and industry leaders** in exclusive VIP conference area.
- **Brand Leadership:** Position your brand as a core pillar of the innovation ecosystem. This is your platform to lead.
- **Targeted Leads:** Build high-value partnerships with buyers, collaborators, and the next generation of business icons.

Tier 1: Title Sponsor (1 Exclusive Spot)

The event will be "Startup Mela, in association with [Your Brand]". Your brand will be inextricably linked with every aspect of this landmark event.

Key Deliverables:

- **Event Naming Rights:** "Startup Mela in association with [Your Brand]" on all branding.
- **Highest Brand Prominence:** Top-tier, "above-all" logo placement on the Main Stage, all LED screens, entry/exit gates, and all marketing materials (digital, print, OOH).
- **Main Stage Keynote:** A dedicated 15-minute speaking slot on the Main Stage during peak hours.
- **Full Media Integration:** "Title Sponsor" recognition in all press releases, media interviews, and PR campaigns.
- **Premium Access:** 10 All-Access conference passes for your team and top clients.

Sponsor Startup Mela

Tier 2: Powered By (2 Exclusive Spots)

As the "Powered By" partner, your brand is the official engine behind the event. This is a high-visibility, "presenting" style partnership that demonstrates deep integration.

Key Deliverables:

- **Event Naming Association:** "Startup Mela, Powered By [Your Brand]".
- **Second-Highest Prominence:** "Powered By" logo placement across all major assets, second only to the Title Sponsor.
- **Major Zone Naming Rights:** Choose one key zone to co-brand (e.g., "The Knowledge Hub, Powered by [Your Brand]").
- **Main Stage Presence:** Opportunity to present a headline award during the Award Show.
- **Premium Access:** 8 All-Access conference passes.
- **Social Media:** A dedicated "Thank You Partner" campaign highlighting your brand's role.

Tier 3: Co-Sponsor (2 Spots)

A premium-tier partnership for major brands who want to be recognized as one of the event's primary supporters.

Key Deliverables:

- **High-Tier Branding:** Prominent "Co-Sponsor" logo placement on all key assets (Main Stage, entry gates, website, digital assets).
- **Access:** 6 All-Access conference passes.
- **On-Stage Recognition:** Verbal "Thank You" and logo recognition from the main stage hosts.
- **Social Media Feature:** Inclusion in all "Our Sponsors" posts and reels.
- **Activation Zone:** A premium 6x6m stall/activation zone in a high-footfall area.



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Sponsor Startup Mela

Tier 4: Co-Powered By (2 Spots)

A powerful supporting-tier partnership, ideal for established brands looking for significant visibility and high-level networking access.

Key Deliverables:

- **Prominent Branding:** "Co-Powered By" logo placement on all sponsor backdrops, website, and digital assets.
- **Access:** 4 All-Access conference passes.
- **Social Media Recognition:** Logo inclusion in all "Our Sponsors" posts.
- **Premium Stall Space:** A premium 6x6m stall in a high-footfall area.

Category Partnerships

Own your industry's presence at the Mela. We are seeking exclusive partners for key categories, including:

- Automobile Partner
- Mobile Partner
- Banking Partner
- Media Partner
- Food & Beverage Partner
- Telecom

Key Deliverables:

- **Official Designation:** "Official [Category] Partner of Startup Mela" title and logo lockup.
- **Targeted Branding:** Your brand logo and presence in all related event zones (e.g., Auto Partner branding near mobility startups).
- **Access:** 2 All-Access conference passes.
- **Fashion Show Partner:** Brand the runway, dress the models, and be the star of our most glamorous event.
- **Gaming Tournament Partner:** Your brand on all live-stream screens, player jerseys, and the grand prize.
- **Award Show Partner:** Present the "Startup of the Year" award and get premium stage time.
- **Pitching Event Partner:** The only brand presented to our exclusive audience of VCs and investors.
- **Ideathon Partner:** Champion the next generation of student innovators.
- **Lounge Partner:** Co-brand the exclusive VVIP, Investor, or Influencer Lounges.



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STARTUP MELA

Chandigarh

2026

CONNECT. PITCH. GROW.

50,000+ Attendees
500+ Startups
50+ Investors

THE SPOTLIGHT STALL (8x8M)

₹35,000 / 2 DAYS

The Ultimate Showcase
for Your Brand

Deliverables

1. One (1) 6x6 Standard Stall to display your products.
2. One (1) dedicated social media post from a participating influencer.
3. One (1) dedicated social media post from our official Startup Mela account.
4. A feature slot for your brand video on the event's main LED screens.



**Feb 28 –
Mar 1, 2026**

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500+ Startups
50+ Investors**

THE GROWTH STALL (6x6M)

₹20,000 / 2 DAYS

Connect with Your Next 1,000 Customers Showcase, Sell, and Scale at the Heart of Startup Mela



Deliverables

1. One (1) 6x6 Standard Stall to display your products.
2. One (1) dedicated social media post from a participating influencer.
3. One (1) dedicated social media post from our official Startup Mela account.
4. A feature slot for your brand video on the event's main LED screens.

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50+ Investors

THE LAUNCHPAD TABLE (ENTRY-TIER)

₹7,000 / 2 DAYS

The Perfect Start for Home
Entrepreneurs at Startup Mela

Deliverables

1. One 4x2 table to display your products.
2. One dedicated post on Instagram



**Feb 28 –
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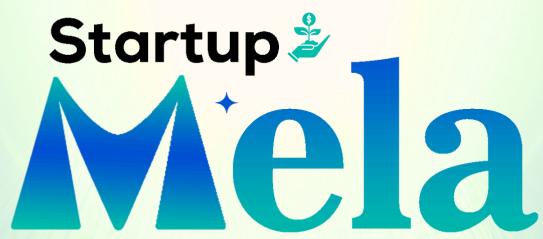
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Sector- 34
Exhibition Ground
Chandigarh



Organizers



The organizers



The architects

NAVRASA

The event managers

Don't Just Witness the Future. Be a Part of It.

Startup Mela isn't just another event. It is a movement. It's the new benchmark for business, innovation, and community in Chandigarh. We are creating a powerful, self-sustaining ecosystem where ambition is celebrated, connections are meaningful, and growth is inevitable. We are bringing together the brightest minds, the biggest brands, and the boldest ideas to prove that the future is being built right here.

This event will be the most talked-about, most impactful, and most valuable business festival Chandigarh has ever seen.

The only question is: will you be there?

See You at Sector 34!
February 28th & March 1st



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