

30,000+  
FOOTFALL  
300+  
STARTUPS  
50+  
INVESTORS

# Start Up Mela

## CHANDIGARAH

Connect. Pitch. Grow.



28TH FEB - 1ST MAR

# 2026

MOST PREMIUM STARTUP  
AND INNOVATION EVENT

Exhibition Ground, Sector 34,  
Chandigarh



# ABOUT EVENT

Startup Mela is a dynamic one-stop platform for innovation, entrepreneurship, and business networking. It unites top founders, investors, students, and industry leaders to showcase breakthrough ideas, build powerful collaborations, and shape the future of business.

A high-impact ecosystem designed across key sectors, offering unmatched opportunities for growth, learning, and discovery.

## Event Highlights:

- 10,000+ Footfall
- 100+ Startups
- 20+ Investors
- 10+ Networking Events



## OUR VISION & MISSION



### VISION

To become Chandigarh's most influential and future-ready startup ecosystem, fostering an environment where entrepreneurs, investors, students, and creators connect meaningfully, collaborate freely, and build innovations that shape tomorrow.



### MISSION

To bring together ambitious individuals, bold ideas, and actionable opportunities on one vibrant platform—empowering startups to scale, enabling investors to discover high-potential ventures, and inspiring every participant to learn, network, and grow.



# WHO IS STARTUP MELA FOR?

A high-impact platform designed to create value for everyone – from startup founders and investors to students, local businesses, and Pan-India brands. Whether you want to innovate, network, scale, or simply get inspired, this is the place to be.



## FOR STARTUP OWNERS & FOUNDERS

Showcase your product, get real customer feedback, connect with investors, explore collaborations, and gain visibility among a large, diverse audience.



## FOR LOCAL & PAN-INDIA BUSINESSES

Present your brand to thousands of visitors, discover new markets, form partnerships, study competitors, and position your business at the center of regional growth.



## FOR INVESTORS

Access curated deal flow, private VVIP lounge facilities, and exclusive invite-only pitch sessions to evaluate high-potential startups.



## FOR BUSINESS OWNERS & NETWORKERS

Connect with potential clients, partners, and collaborators. Pitch your ideas, attend premium networking sessions, and stay ahead of industry trends.



## FOR STUDENTS

Experience live product demos, explore innovative brands, learn from industry leaders, and build early professional networks.



## FOR THE GENERAL AUDIENCE

Discover new products, enjoy entertainment, explore local brands, and build useful community connections.



# THE EVENT ARCHITECTURE

## VENDOR AREAS 1 & 2 (MARKETPLACE) :

The main exhibition hub featuring hundreds of startup, SME, and brand stalls—enabling direct interaction with 50,000+ attendees.

## MAIN STAGE & PUBLIC VIEWING SPACE :

A large open-air arena hosting headline shows, product launches, awards, and high-visibility performances.

## FOOD COURT AREA :

A curated F&B zone with diverse culinary options, offering space to relax, network, and hold casual meetings.

## VIP CONFERENCE AREA :

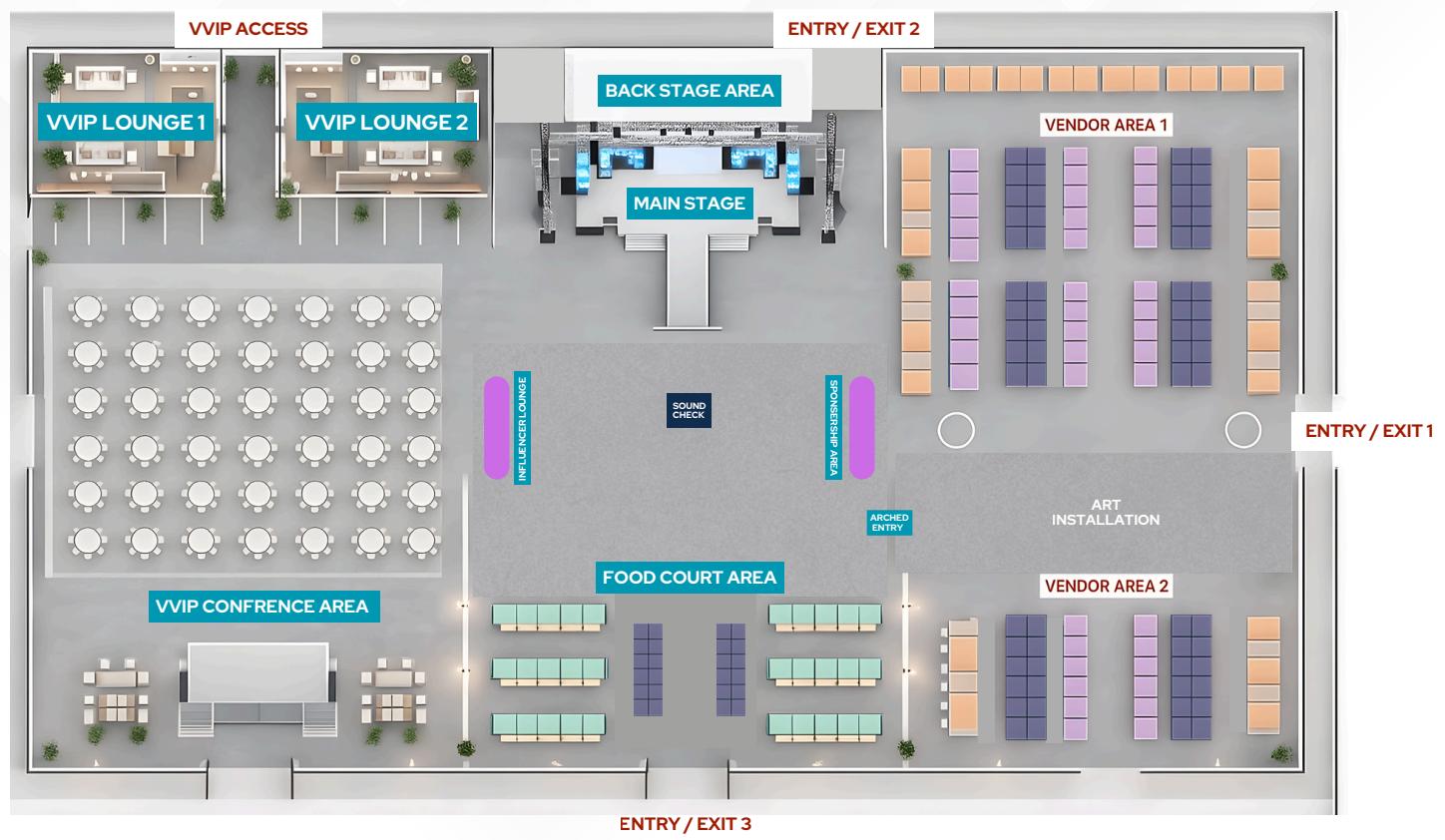
A premium indoor auditorium for speaker sessions, panels, the Ideathon, and the final pitching event.

## VVIP LOUNGES & ACCESS :

Exclusive, access-controlled lounges designed for private networking among founders, investors, sponsors, and speakers.

## BACKSTAGE & SUPPORT ZONES :

Professional backstage, technical control rooms, and clearly marked entry/exit points ensuring smooth event operations and crowd flow.



6x6 m. Food Stalls  
(26)



8x8 m. Pods  
(22)



6x6 m. Pods  
(45)



2x1m. Tables  
(192)

# THE EVENT HAPPENING

Startup Mela is Chandigarh's flagship discovery and networking festival – a two-day, hybrid expo blending headline entertainment, product launches, and mass engagement on the Main Stage with premium, invite-only learning, pitching, and high-value networking in the Conference Stage. Expect runway shows, live entertainment, esports, awards, food & marketplaces, expert talks, ideathons, and investor pitch sessions.



# MAIN STAGE SPOTLIGHT

Startup Mela is built around two powerful experience zones – each designed to deliver maximum value, engagement, and opportunities. A high-energy open-air arena showcasing creativity, innovation, and entertainment.

## THE FASHION SHOW

A premium runway experience where brands present their products through professional models merging innovation, fashion, and storytelling in a visually striking showcase.

## PRODUCT LAUNCHES

The biggest launchpad in Tricity for startups and brands to unveil new products with full digital, print, and audience visibility.

## THE INFLUENCER SHOW

A unique live performance featuring top creators collaborating on stage with challenges, brand activations, and engaging audience interactions.

## THE AWARD SHOW

An elite evening ceremony recognizing outstanding innovators, founders, brands, and high-performing startups across multiple award categories.

## GAMING TOURNAMENT

A high-energy esports competition streamed live on the main stage, featuring top gaming teams battling for a major prize pool and the title of Startup Mela Champions.

## LIVE COMEDY SHOW

A grand closing act where one of India's top stand-up comedians brings entertainment, laughter, and the perfect finish to two days of business and networking.

# CONFERENCE STAGE SPOTLIGHT

An exclusive indoor auditorium for learning, insights, and powerful business networking. Access reserved for All-Access Pass holders.

## EXPERT SPEAKER SESSIONS

A curated series of 6+ high-impact sessions led by industry leaders, VCs, million-dollar founders, and subject experts sharing actionable insights on fundraising, marketing, technology, and global growth.

## THE NETWORKING CONFERENCE

A structured, high-value networking forum designed to connect business owners, founders, and decision-makers with potential clients, partners, and collaborators.

## THE IDEATHON

A high-intensity innovation competition where top students solve real-world challenges, culminating in final presentations on the conference stage.

## THE PITCHING EVENT

A closed-door, high-stakes pitching forum where selected startup founders present their ideas to active investors, angel networks, and VCs – creating real opportunities for funding and strategic partnerships.



# GET YOUR PASS TO THE FUTURE

GENERAL ENTRY  
PASS

**Price: ₹200 (Valid for 2 Days)**

Access Includes:

- Entry to Exhibitor Zone (Zone 1)
- Explore 100+ startup stalls
- Product demos & brand showcases
- Food Court access
- Vibrant festival experience



ARENA PASS

**Price: ₹1,500 per person**

Access Includes:

- Everything in the General Entry Pass
- Entry to Stage Side (Zone 2)
- Public viewing of Main Stage events: Fashion Show, Gaming Tournament, Product Launches, Live Entertainment

ALL-ACCESS  
CONFERENCE  
PASS

**Price: ₹7,500 per person**

Access Includes:

- Everything in the Arena Pass
- Exclusive entry to Conference Zone (Zone 3)
- Access to the Knowledge Hub: All Expert Speaker Sessions, Networking Conference, Watch the Ideathon Finale



STARTUP  
PITCHING PASS

**Price: ₹20,000 per startup**

Access Includes:

- Reserved entry to the Official Pitching Event
- Present your startup to active: VCs, Angel Investors, Funding Networks
- High-stakes fundraising opportunity



**Fashion & Lifestyle**  
Apparel, D2C, Emerging  
Brands



**Food & Beverage (F&B)**  
Food Tech, Restaurants,  
Packaged Goods



**Gaming & Esports**  
Esports Teams, Gaming  
Startups, Hardware



**Technology & AI**  
SaaS, AI, Apps, Hardware



**Automobile & Mobility**  
EVs, Car Brands, Smart  
Mobility

# INDUSTRIES WE TARGET



**Media & Entertainment**  
Media Houses, Producers,  
Creators



**Banking & FinTech**  
Banks, Insurance, Payment  
Solutions



**Education & EdTech**  
Learning Platforms,  
Education Startups



**Influencer & Digital  
Marketing**  
Agencies, Influencers,  
Content Studios  
Agencies, Influencers, Content Studios



**Venture Capital &  
Investment**  
VCs, Angel Networks, Funds

# SPONSOR STARTUP MELA

Position your brand at the heart of Chandigarh's largest innovation and business festival.

## WHY SPONSOR STARTUP MELA ??

This is not just logo placement this is deep brand integration into the region's fastest-growing startup ecosystem.

### ✓ Massive Reach

Connect with 10,000+ on-ground attendees and 500,000+ digital audience through city-wide marketing, print PR, and influencer-led campaigns.

### ✓ Elite Networking Access

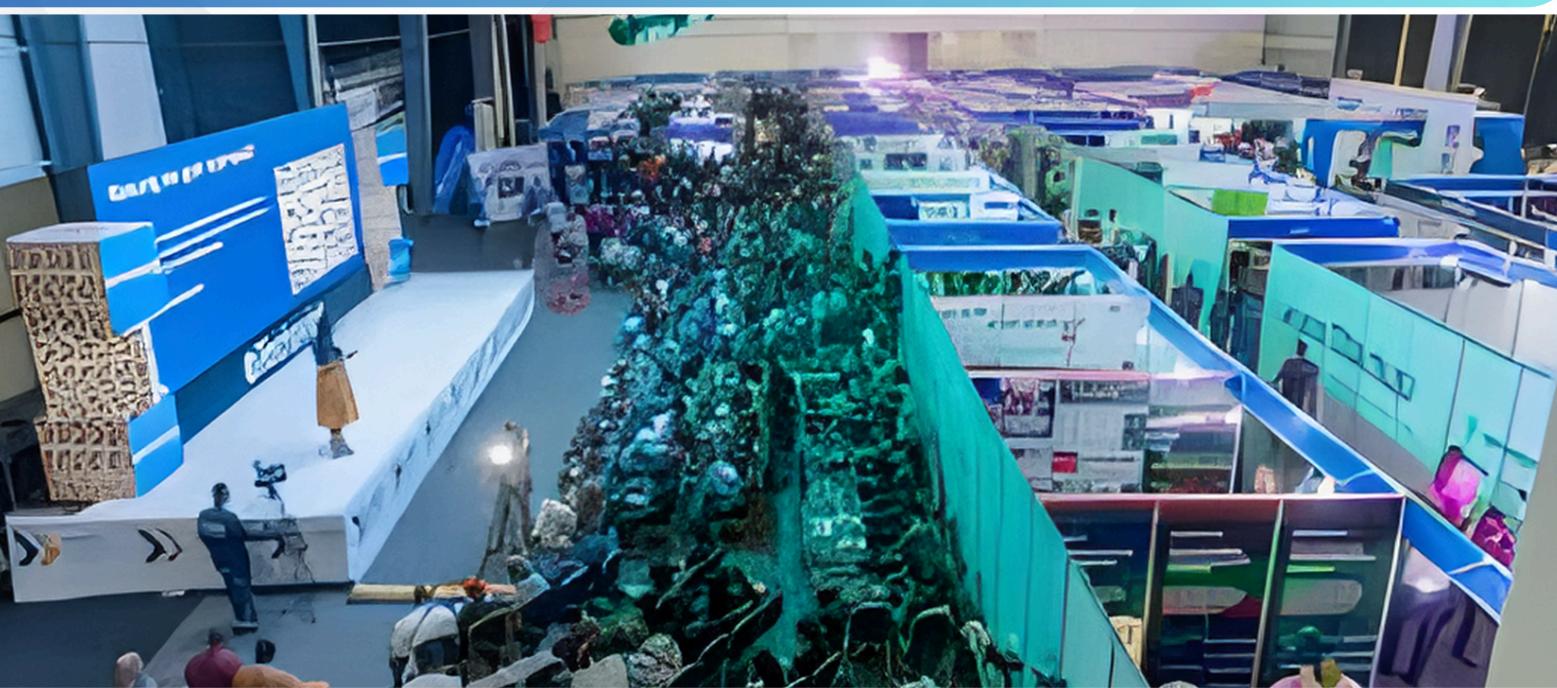
Engage directly with 100+ startups, 20+ investors & VCs, HNIs, corporate leaders, and decision-makers inside exclusive VIP & conference lounges.

### ✓ Lead Generation & Business Growth

Build high-value partnerships with buyers, collaborators, founders, creators, and future industry leaders.

### ✓ Brand Leadership Positioning

Establish your brand as a key force in Chandigarh's innovation landscape and future business ecosystem.



# SPONSORSHIP CATEGORIES

TIER	SPOTS	POSITIONING	KEY DELIVERABLES
Title Sponsor	1 Exclusive	Event's primary brand face	<ul style="list-style-type: none"><li>Event Naming Rights: "Startup Mela, in association with [Brand]"</li><li>Highest logo prominence (Main Stage, LED walls, Entry Gates, Digital &amp; Print, OOH)</li><li>15-minute keynote on Main Stage</li><li>Title Sponsor mention in all PR &amp; media</li><li>10 All-Access Conference Passes</li></ul>
Powered By Sponsor	2 Exclusive	Driving-force co-brand	<ul style="list-style-type: none"><li>Event association: "Startup Mela, Powered By [Brand]"</li><li>Second-highest logo prominence</li><li>Zone Naming Rights (e.g., "Knowledge Hub, Powered By [Brand]")</li><li>Present a headline award</li><li>8 All-Access Passes</li></ul>
Co-Sponsor	2 Spots	Strong brand-led partnership	<ul style="list-style-type: none"><li>Prominent Co-Sponsor logos (Main Stage, Entry Gates, Website, Social Banners)</li><li>6 All-Access Passes</li><li>On-stage acknowledgments</li><li>Dedicated "Thank You Partner" social feature</li><li>Premium 6x6m activation stall</li></ul>

# SPONSORSHIP CATEGORIES

TIER	SPOTS	POSITIONING	KEY DELIVERABLES
Co-Powered By Sponsor	2 Spots	Supporting-level sponsor	<ul style="list-style-type: none"><li>Co-Powered By branding across digital &amp; backdrop assets</li><li>4 All-Access Passes</li><li>Social media recognition</li><li>6x6m premium stall</li></ul>

## CATEGORY PARTNERSHIPS (INDUSTRY-EXCLUSIVE)

CATEGORY PARTNER	INDUSTRIES AVAILABLE	KEY DELIVERABLES
Exclusive Category Partner	<ul style="list-style-type: none"><li>Automobile</li><li>Mobile</li><li>Banking</li><li>Media</li><li>Food &amp; Beverage</li><li>Telecom</li></ul>	<ul style="list-style-type: none"><li>Title: "Official [Category] Partner of Startup Mela"</li><li>Targeted branding in relevant sectors (e.g., auto branding near mobility zones)</li><li>2 All-Access Passes</li></ul> <p><b>Category-specific branding opportunities:</b></p> <ul style="list-style-type: none"><li>Fashion Show Partner (runway branding)</li><li>Gaming Tournament Partner (screens &amp; jerseys)</li><li>Award Show Partner (present a top award)</li><li>Pitching Event Partner (investor visibility)</li><li>Ideathon Partner (innovation showcase)</li><li>Lounge Partner (VIP/Investor/Influencer lounges)</li></ul>

# STALLS

## Build Your Presence at Startup Mela 2026

Whether you're a creator just starting out or a fast-scaling brand, Startup Mela offers the perfect space to showcase your journey. Choose a stall that matches your stage and put your brand in front of thousands.

STALL SIZE	PRICE (2 DAYS)	BEST FOR	WHAT YOU GET
4x4 Stall	₹12,000	<ul style="list-style-type: none"><li>Homepreneurs</li><li>Solo Innovators</li><li>Early Creators</li></ul>	Compact, budget-friendly space ideal for handmade products, early prototypes, and creative ideas. Perfect for engaging a large, curious audience.
6x6 Stall	₹25,000	<ul style="list-style-type: none"><li>Growing Startups</li><li>Small Ventures</li></ul>	Mid-sized stall with higher visibility. Ideal for brands with steady traction looking to engage customers, generate leads, and attract potential investors.
8x8 Stall	₹35,000	<ul style="list-style-type: none"><li>Established Brands</li><li>High-Growth Companies</li></ul>	Premium, high-impact space with prime placement. Great for showcasing full product lines and making a bold brand statement to massive footfall.



4X4 STALL

6X6 STALL

8X8 STALL

# KEY EXHIBITOR BENEFITS

## HIGH FOOTFALL & VISIBILITY

Reach a large, diverse audience with strong visitor flow throughout the exhibition zone.

## DIRECT CUSTOMER ENGAGEMENT

Interact with customers face-to-face, conduct demos, collect feedback, and convert leads instantly.

## INVESTOR & BUSINESS EXPOSURE

Attract interest from 20+ investors, corporates, distributors, and strategic partners attending the event.

## STRONG BRANDING OPPORTUNITIES

Your stall receives:  
Front-facing branding, Listing on the event stall map  
Placement in the Exhibitor Directory, Chance to be featured in influencer walkthroughs

## MARKETING & SOCIAL MEDIA REACH

Potential coverage in event reels, creator content, and media highlights for added brand visibility.

## QUALITY LEAD GENERATION

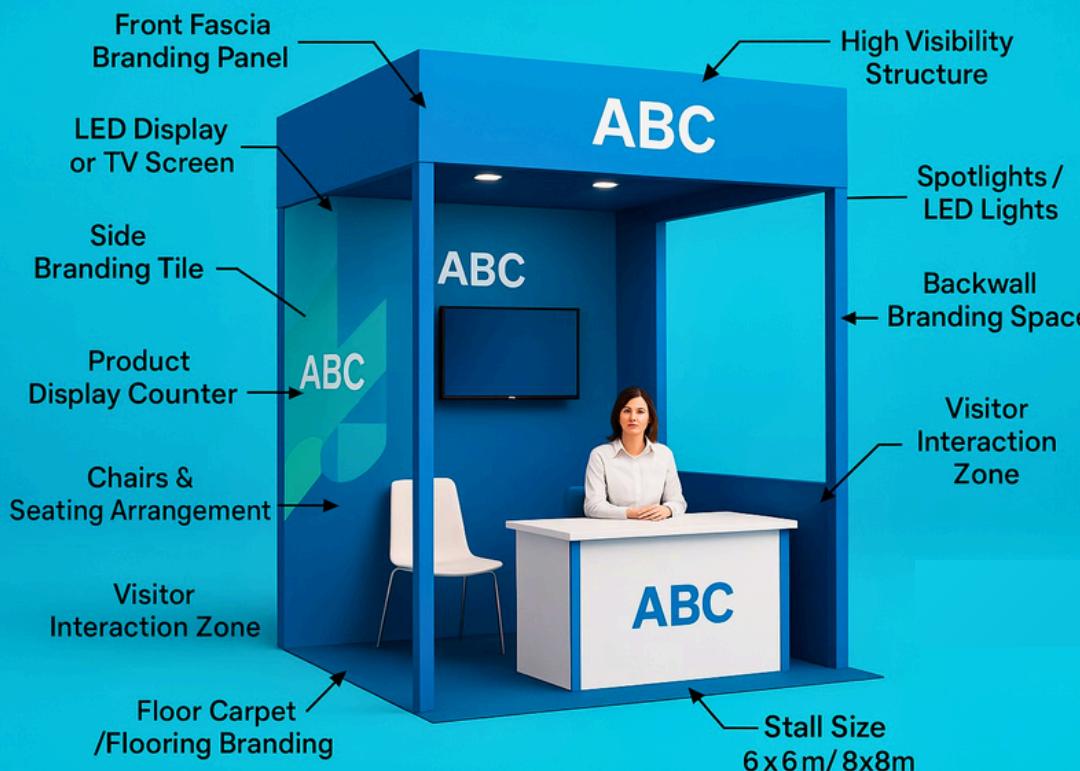
Leverage the two-day footfall to build a strong pipeline of prospects across B2B, B2C, and D2C audiences.

## CREDIBILITY & TRUST

Position your brand alongside 100+ startups and businesses, enhancing your market reputation.

## COLLABORATION OPPORTUNITIES

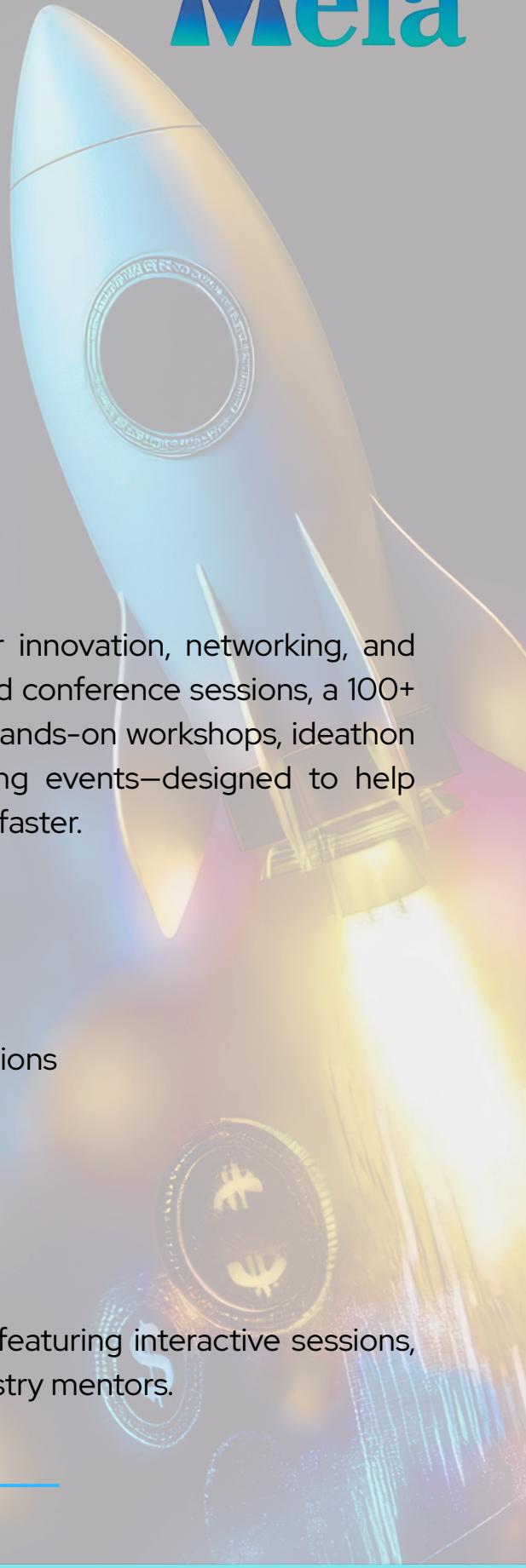
Network with founders, creators, and businesses to unlock partnerships beyond the event.



# LET'S CONNECT



THE ORGANIZERS THE EVENT MANAGER



## WHAT'S WAITING FOR YOU AT STARTUP MELA

Startup Mela is Chandigarh's premier platform for innovation, networking, and growth. Over two dynamic days you'll get expert-led conference sessions, a 100+ startup exhibition, investor connect opportunities, hands-on workshops, ideathon finals, pitching rounds, and 10+ curated networking events—designed to help founders, creators, students and professionals scale faster.

### Event Highlights

- Main conference sessions & masterclasses
- 100+ startup booths (exhibition zone)
- Investor Connect with 20+ active investors
- Innovation Challenge (Ideathon) & Pitching Sessions
- 10+ networking events and elite meetups
- Workshops & hands-on masterclasses

### By the numbers (Startup Mela 2026)

30,000+ footfall • 300+ startups • 50+ investors

### Future Entrepreneurs Program

A focused track for students and early innovators featuring interactive sessions, challenges and direct exposure to startups and industry mentors.

### FOLLOW US ON



+91 7743096565  
+91 7988080907



[www.startupmela.com](http://www.startupmela.com)



Sector- 34  
Exhibition Ground  
Chandigarh