

Shark Tank India Season 6 – Application FAQs (2026)

1. Who can register?

There will be 2 windows of Call for Registration(s) (CFR) - CFR 1 and CFR 2.

- **Call For Registration (CFR) 1:** Any Indian citizen who is a female and aged 18 or above (as on July 01, 2026), living in India, and of sound mind and health can apply. You must apply for yourself — no one else can apply on your behalf. For further clarity, this registration window is applicable to Female participants only.
- **Call For Registration (CFR) 2:** Any Indian citizen who is Male/ Female/ Other aged 18 or above (as on July, 13, 2026), living in India, and of sound mind and health can apply. You must apply for yourself — no one else can apply on your behalf. Please note – You cannot apply in CFR 2 if you have already applied in CFR 1. An application form will be considered only once for evaluation purposes.

2. I'm under 18 — can I register?

Yes, you can. In case you are below the age of 18 years (“**Minor**”) as on July 01, 2026, participating in CFR 1 or are below the age of 18 years as on July 13, 2026, participating in CFR 2 want to submit a business idea, your Legal Guardian and/ or Parent can submit the entry on your behalf.

3. When do registrations open and close?

Call For Registration (CFR) 1: Registrations open on **July 01, 2026** and close on **July 11, 2026**.

Call For Registration (CFR) 2: Registrations open on **July 13, 2026**, and close on **September 30, 2026**. *Please note, the Company has the right to change the timelines as per its convenience. It is always advisable to apply at the earliest.*

4. Where can I register?

You can register on the Shark Tank Microsite within the SonyLIV application. Visit www.sonyliv.com or download the **SonyLIV app**. Click on the Shark Tank India Season 6 banner and verify your mobile number with an OTP.

5. Before the Registration process, what should I be mindful of?

Do read the full Terms and Conditions and the three annexures:

- Annexure A: Audition Release Form
- Annexure B: Contestant(s) Release Form
- Annexure C: No Objection Certificate

6. What is the selection process? There are 4 phases:

- **Phase 1** – Basic details about you and your business.
- **Phase 2** – In-depth information and a 90-second pitch video.

- **Phase 3** – In-person interview/audition in the cities as communicated by SPNI. The company has the right to conduct online interviews instead of in-person interviews at its own discretion
- **Phase 4** – Executive pitching round with a panel of business experts from the Company. If selected, you'll pitch your idea to the Sharks in the studio!

Please note that your selection for the next phase of the audition is not immediate. However, at every stage, our team will notify you via e-mail or WhatsApp in case you are selected for the next phase.

7. How will I know if I'm selected?

You'll be notified via email or phone. Check your **spam/junk folders** regularly for emails from SonyLIV team.

8. Can I apply with just a business idea?

Yes! You don't need an established business or a registered company — ideas and pre revenue stage businesses are welcome too.

9. Do I need to have a business in a specific sector?

No, it is open to all sectors, there is no restriction on specific areas of business

10. Can I submit more than one business idea?

Yes, but each idea must be submitted using a **different mobile number** registered in your name.

11. Do I need to know Hindi to be eligible for the show?

At Shark Tank India, we encourage pitchers to speak in whichever language they are most comfortable in. But for Sharks to understand you better, preferred languages are Hindi and/or English but we do not select or reject applicants based on this.

12. In which language does the form need to be filled?

The application form can be filled in English or Hindi.

13. Can I switch language midway through the form?

No. Once selected, the language (Hindi or English) cannot be changed.

14. Do all uploaded documents and the pitch video have to be in Hindi or English only? Yes. As mentioned earlier, preferred languages of communication are English and/or Hindi

15. Do I have to fill in the entire form?

All *mandatory* fields marked with * must be filled. Optional sections help us know you better — so add as much detail as possible!

16. My mobile number is inactive — what now?

Register again using a new active number.

17. I made a mistake in my form. Can I fix it? Option 1: Reapply using a new mobile number

Option 2: Email us at livsupport@sonyliv.com

18. I can't submit the form. What could be wrong?

Check that all *mandatory fields* are filled and you have stayed within word limits.

19. What documents will I be required to submit during the application process? During the different phases of the audition, you will be required to submit the following documents & videos as instructed -

For Phase 01

- Images of the product, if any
- Audio or video of the prototype

For Phase 02

- Prototype/product demonstration video (only valid for prototype and trading stage)
- Pitch video (maximum 90 seconds)
- Written business plan (if you have any)
- Proofs of identity and address required during the KYC verification
- Any trademark, patent and intellectual property certificates
- Safety testing certificate (only valid for prototype and trading stage)

For later stages

- Company registration documents
- Documents regarding financing (from investors, banks, etc.) if any
- Company financial documents (such as ITR, etc.)
- Documents to support any claims made by you or your product (manufacturing proof, clinical trials, etc.)

All the above-mentioned documents must be in Hindi or English only. You will be informed in case we need any additional documents based on the information filled out in the form and mentioned in your in-person interview. Also note, submission of the aforementioned documents does not imply that the Auditionee has been selected for further participation.

20. What formats are accepted for uploads?

- **Video:** .mp4, .mov, .avi, etc. (Pitch video max 1GB)
- **Images:** .jpg, .png, etc.
- **Docs:** .pdf, .ppt, etc. (Max 100MB for most uploads)

21. Will my documents and details stay confidential?

Yes. They will only be used by the SPNI and Sharks for evaluation.

22. Is there any application fee?

No. The entire application process is **free**. Anyone asking for money is a fraud — report them.

23. I got a call/email saying I'm selected — is it real?

Only trust official communication from SPNI as described in the Terms & Conditions. Be cautious of scams.

24. I haven't heard back about my selection. Why?

Due to high volume, not all applicants get updates. We try our best, but follow-ups or feedback are not always possible.

25. Will you cover my travel/stay for auditions?

No. If shortlisted, all travel and accommodation costs must be borne by the Auditionee. Only the Auditionee will be permitted to enter the audition venue upon submission of the required documents.

26. Where are the auditions held?

Auditions will be held in the cities as communicated by SPNI. The company has the right to conduct online interviews instead of in-person interviews at its own discretion. If you're selected, details will be shared via email or WhatsApp.

27. Still have questions?

Email us at livsupport@sonyliv.com or check Terms & Conditions on www.sonyliv.com