

Shark Tank India Season 5 – Application FAQs (2025)

1. Who can register?

Any Indian citizen aged 18 or above (as of May 01, 2025), living in India, and of sound mind and health can apply. You must apply for yourself — no one else can apply on your behalf.

2. I'm under 18 — can I register?

A parent or guardian can apply on your behalf. If shortlisted, they must attend auditions and shoot with you.

3. When do registrations open and close?

Registrations open on **Dec 19, 2025** and close on **Dec 26, 2025**. 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?

Visit www.sonyliv.com or download the **SonyLIV app**. Click on the Shark Tank India Season 5 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 four annexures:

- Annexure A: Content Guidelines
- Annexure B: Audition Release Form
- Annexure C: Contestant Release Form
- Annexure D: 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 in Mumbai.
- **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. I have participated in a Shark Tank Accelerator event; can I still participate?

Yes, registrants who have participated in Shark Tank Accelerator Entry are eligible to participate in Call for Registration (CFR) as well.

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 livesupport@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

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 CMEPL 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 CMEPL 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?

In **Mumbai**. If you're selected, details will be shared via email or WhatsApp.

27. Still have questions?

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