Shark Tank India Season 6 Creators Special – FAQs (2026)

1. **Who can register?**
   Ans: Any Indian citizen and residing in India, who is above the age of eighteen (18) years as on November 20, 2026, and of sound mind and health can apply. The Content Creator Special is an exclusive registration window for content creators and the business that you are pitching should be centred around content creation specifically.

2. **When do registrations open and close?**
   Ans: Registrations open on November 20, 2026 and close on December 01, 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.

3. **Where can I register?**
   Ans: A clickable banner for the "Shark Tank Creators Special" entry will be displayed on the SonyLIV application and website to register. On clicking the banner, you will be re-directed to the Shark Tank Microsite where the Registrant will be required to fill out the application form and upload the necessary documents.

4. **Before the Registration process, what should I be mindful of?**
   Ans: Do read the full Terms and Conditions and the three annexures:

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

5. **What is the selection process?**
   Ans: There are **4 phases**:

- **Phase 1** – Fill out the application form between the registration timelines and provide basic details about you and your business.
- **Phase 2** – Detailed Q&A round around the business and personal profile
- **Phase 3** –In-person audition round online via a video call
- Phase 4 - Executive pitching round where a panel of evaluators will evaluate the audition footage and the business details submitted by you during the selection process

If selected after Phase 4, you'll pitch your idea to the Sharks in the studio!

Please note: The entire selection process will be conducted between November 20, 2026 and January 09, 2027, however Sony Pictures Network India Private Limited ("SPNI" or "the Company") can change the selection process and/ or timelines at its sole discretion. The registrant's selection for the next phase of the audition is not immediate. However, at every stage, our team will notify the registrant via e-mail or WhatsApp in case the registrant are selected for the next phase. If the registrant are not selected at any of the selection stages, our team is not liable to inform you of your non-selection.

6. **How will I know if I'm selected?**
   Ans: The registrant will be notified via email or phone. The participant should also check their **spam/junk folders** regularly for emails from SONYLIV.

7. **Can I apply with just a business idea?**
   Ans: Yes! You don't need an established business or a registered company — ideas and pre revenue stage businesses are welcome too.

8. **Can I submit more than one business idea?**
   Ans: Yes, but each idea must be submitted using a **different mobile number** registered in your name.

9. **Do I need to know Hindi to be eligible for the show?**
   Ans: 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.

10. **In which language does the form need to be filled?**
    Ans: The application form can be filled in English or Hindi.

11. **Can I switch language midway through the form?**
    Ans: No. Once selected, the language (Hindi or English) cannot be changed.

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

13. **Do I have to fill in the entire form?**
    Ans: All *mandatory* fields marked with * must be filled. Optional sections help us know you better — so add as much detail as possible!

14. **My mobile number is inactive — what now?**
    Ans: Register again using a new active number. The registrations need to be mandatorily done by the respective registrant.

15. **I made a mistake in my form. Can I fix it?**
    Ans: Option 1: Reapply using a new mobile number
    Option 2: Email us at **livsupport@sonyliv.com**

16. **I can't submit the form. What could be wrong?**
    Ans: Check that all *mandatory fields* are filled and you have stayed within word limits.

17. **What documents will I be required to submit during the application process?**
    Ans: 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.

18. **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)

19. **Will my documents and details stay confidential?**
Ans: Yes. They will only be used by SPNI and the Sharks for evaluation.

20. **Is there any application fee?**
Ans: No. The entire application process is **free**. Anyone asking for money is a fraud — report them.

21. **I got a call/email saying I'm selected — is it real?**
Ans: Only trust official communication from SPNI as described in the Terms & Conditions. Be cautious of scams.

22. **I haven't heard back about my selection. Why?**
Ans: Due to high volume, not all applicants get updates. We try our best, but follow-ups or feedback are not always possible.

23. **Where are the auditions held?**
Ans: Auditions will be conducted online via a video call. If you are shortlisted, the audition date, time and other detailed instructions will be communicated by the Company and the

meeting link to join the audition call will also be shared via email on the registered email id provided by the registrant in the application form.

24. **If the Sharks like my pitch, what am I eligible to win?**
    Ans: If the Sharks find your business and the product/ service offering interesting, you may stand a chance to win a monetary investment offer from the Sharks. The same shall be done in accordance to the participation terms and conditions available on www.sonyliv.com.

25. **Still have questions?**
    Ans: Email us at **livsupport@sonyliv.com** or check Terms & Conditions on www.sonyliv.com.