



DENIM MODEL

A FITNESS ICON HUNT

BBMP (Milan Mela), Kolkata

1st December, 2023

VISION



The FitExpo Denim Model is a hunt for someone who embodies fitness, leanness, and a fashion-forward sense of style.

This is a competition that provides a stage to non-bodybuilders or physique participants.

ELIGIBILITY CRITERIA

3 HEIGHT CATEGORIES -

- Upto 165 cm
- 166 cm - 175 cm
- 176 cm & above

Note: No participant who has competed in an Open Bodybuilding/Physique Championship in the last 1 year will be allowed.



ON-STAGE CRITERIA & ATTIRE

On-Stage Attire:

- Competitors will wear any shade of blue jeans. Jeans must not be ripped/torn.
- Innerwear should not be seen.
- Slim, skinny, straight or boot-cut jeans are allowed. Baggy or overly loose jeans are not allowed.
- Sports shoes to be worn. No boots allowed.
- No accessories/ watch/ jewellery are allowed

On-Stage Conduct:

- No Bodybuilding/ Men's Physique/ Classic Physique poses will be allowed.
- Badge numbers should be worn on left side of the waist band.

SELECTION PROCESS

**FITNESS
ENTHUSIAST**

**LEAN
PHYSIQUE**

**STYLE &
CONFIDENCE**

**PRESENTABILITY
& VERSATILITY**

**HEALTHY
LIFESTYLE
ADVOCATE**

**AUDIENCE
IMPACT**

RULES & REGULATIONS

- **Registration fees are non-transferrable & non-refundable. In case of surrendering the registration on the day of event OR no show OR disqualification, no refunds will be given.**
- **All decisions taken by the judges panel are final. Organizers are not liable for any judgment.**
- **All participants will be receiving the participation certificate & goodies.**
- **Participants' age verification and height measurements as on 1st December, are final.**
- **Any athlete undergoing legal or criminal charges on any ground shall not be allowed to participate.**
- **Social behaviour and decency of supporting crowd of a particular athlete inside venue shall be the responsibility of that athlete.**
- **Food & lodging is not included in the registration fees.**
- **Participants are required to submit their own Aadhar Card soft copy as well as original hard copy & signed disclaimer forms.**
- **The organizer shall have the right to retain and use the stage photographs of the athletes.**

RULES & REGULATIONS

- **The participants should reach the venue in proper time. No delay at the event will be entertained.**
- **Dress codes of particular categories shall be strictly followed, with proper etiquette. Athletes must make sure that their private body parts are well covered with modesty during stage performance.**
- **Athletes must wear participation batches inside venue.**
- **No professional photography or videography is allowed inside the venue without prior permission from the organizers. They reserve the right to prohibit live streaming/blogging.**
- **FORCE MAJEURE-** In case of any event, which includes but is not limited to, a declaration of war, a disease epidemic, imposition of lockdown and curfews, any riots, a cyclonic storm, an earthquake, or any other natural disaster due to “Act of God”, the date of the event may be revised and/ or the competition may be cancelled, and in any situation, the registration fee shall not be refunded.

PRIZES WORTH INR 2 LACS TO BE WON!

1ST, 2ND & 3RD PLACE WINNERS GET TROPHY, MEDAL, CERTIFICATE & GIFTS.

4TH & 5TH PLACE WINNERS GET MEDAL, CERTIFICATE & GIFTS.

JUDGEMENT CRITERIA

PHYSICAL CRITERIA

- NOT excessively Bulky/Ripped/Muscular
- Leanness & Aesthetic Physique
- Visually Fit Appearance
- Symmetry & Balance
- Proportion of Body

OVERALL STYLE & PRESENCE

- Jeans Selection & Style
- Grooming & Presentability
- Confidence & Stage Presence
- Walk & Posing
- Smile & Attitude
- Interaction with Audience

PRIZES FOR EACH CATEGORY WINNER

PRIZES	1ST PLACE WINNER	2ND PLACE WINNER	3RD PLACE WINNER	4TH PLACE WINNER	5TH PLACE WINNER
CASH PRIZE	INR 11,000	INR 7000	INR 5000	INR 4000	INR 3000
SUPPLEMENT STACK PRIZE	WORTH INR 10,000	WORTH INR 7000	WORTH INR 5000	WORTH INR 3000	WORTH INR 3000

1ST, 2ND & 3RD PLACE WINNERS GET TROPHY, MEDAL, CERTIFICATE & SPECIAL GIFTS.

4TH & 5TH PLACE WINNERS GET MEDAL, CERTIFICATE & GIFTS.

REGISTRATION FEES & PROCESS

Registration fees Upto 31st October is
INR 2100/- per candidate

Registration fees before 28th November is
INR 2500/- per candidate

On-Spot Registration fees is
INR 3000/- per candidate

***ALL PARTICIPANTS WILL GET A FREE FITEXPO T-SHIRT/VEST!**



TERMS & CONDITIONS

- **Competitors must bring original Aadhar & PAN Card to the venue.**
- **The Organizers reserve the right to modify the registration fees & structure of the competition, with prior notice to competitors.**
- **No refund in case of cancellation / submission of registration by athlete.**
- **Organizers reserve the right to disqualify competing athletes in case of misbehaviour/ misdemeanor.**
- **Online Payment can be done for registration via NEFT / UPI.**
- **In case of less than 10 participants in any category, it will be merged with an adjacent category.**
- **Cash payment for registration can be done only to authorised representatives.**
- **Payment for on-spot registration will be accepted only via Cash (at the authorised registration desk of FITEXPO JEANS MODEL inside the venue only)**
- **Athlete entry to the venue is included in the online registration fee.**