

WORLD STRONGMAN CHAMPIONSHIP

MUMBAI 2026

5–6 DECEMBER 2026 | CIDCO EXHIBITION & CONVENTION CENTRE

With ActiveFit Expo | Under the banner of Khiladi Bharat Ke

Presented by Kartik Yadav
Acting World Strongman President and Head of Asia & India Strongman Federation

THE GLOBAL OPPORTUNITY

A singular platform connecting global strength sport, fitness consumers, brands and digital audiences worldwide.

100+
INTERNATIONAL ATHLETES

30+
COUNTRIES

50,000
EXPECTED WALK-IN AUDIENCE

500,000+
PROJECTED ONLINE VIEWS

Audience figures are organiser projections and are not guaranteed.

FOUR COMPETITION EXPERIENCES



WORLD STRONGMAN CHAMPIONSHIP



WORLD STRICT CURL CHAMPIONSHIP



ONE-MINUTE DEADLIFT CHALLENGE



ONE-MINUTE LOGLIFT CHALLENGE

Record attempts are subject to applicable rules, officiating and validation.

A GLOBAL TRADITION OF STRENGTH

Strength feats are rooted in ancient and traditional cultures worldwide. Today, modern strongman is an organised competitive sport—carrying heritage into a regulated international arena.

The World’s Strongest Man competition, established in 1977, helped bring the discipline to a worldwide audience.





INDIA’S AKHARA HERITAGE

Akhara traditions unite discipline, mentorship, resilience and community. Gada, mudgar and traditional conditioning place strength within a living cultural practice.

Modern strongman shares the physical language of lifting, carrying, pressing and endurance—while remaining a distinct sport with its own rules and identity.





PROFESSOR KODI RAMAMURTHY NAIDU

1882–1942

Known as “Indian Hercules” and “Kaliyuga Bheema”

Wrestler, physical educator and performing strongman. His public feats, 1911 demonstrations, circus performances and international presence left a lasting influence on Indian physical culture.

“Strength from India can be culturally rooted and internationally competitive.”

READ THE INDIAN EXPRESS PROFILE ↗



WHY MUMBAI, WHY NOW?

Mumbai is an international sporting platform with deep strength heritage and extraordinary cultural reach. ActiveFit Expo creates a natural meeting point for athletes, creators, brands and fitness-conscious consumers—at meaningful scale.

RELIVE THE PREVIOUS CHAMPIONSHIP



WATCH THE PREVIOUS WORLD STRONGMAN CHAMPIONSHIP ↗

WORLDSTRONGMAN.ORG ↗





THE AUDIENCE & BROADCAST OPPORTUNITY

50,000
PROJECTED TWO-DAY WALK-INS

500,000+
PROJECTED ONLINE VIEWS

YouTube livestreaming, national media coverage, dedicated creators, event highlights and post-event content extend the experience beyond the arena.

All audience and reach figures are organiser projections, not guaranteed reach.

COMPETE. REPRESENT. MAKE HISTORY.

Represent a field spanning 30+ countries on an international stage. Demonstrate strength, earn recognised competition results, and take part in World Strongman, World Strict Curl and one-minute Deadlift and Loglift record attempts—subject to rules and validation.

BE PART OF THE GLOBAL STRENGTH STAGE.



EXPERIENCE IT.
CAPTURE IT.
AMPLIFY IT.



Approved access can include athlete interviews, competition highlights, creator collaborations, expo experiences and shareable behind-the-scenes content. Help bring authentic strength stories to a global audience.

Access opportunities are subject to approval and event arrangements.

TURN STRENGTH INTO STORIES THE WORLD CAN SEE.



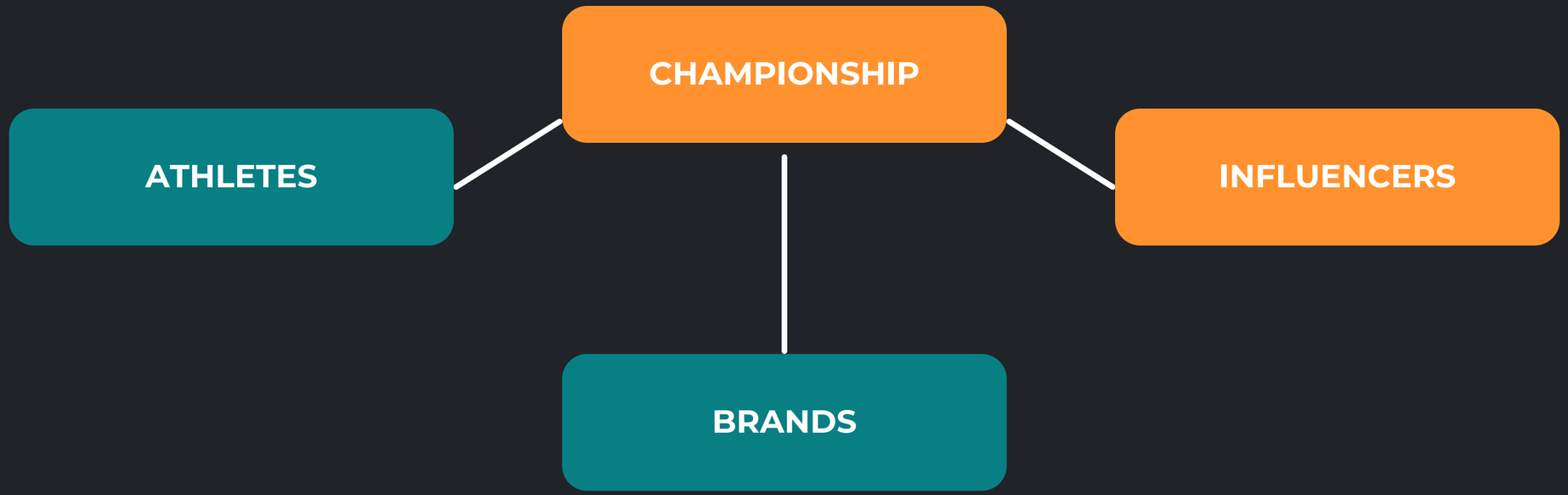
ACTIVATE. ENGAGE. GROW.

- Logo visibility across venue and broadcast
- Expo booths and product demonstrations
- Sampling and athlete collaborations
- Creator-led content
- QR-based opt-in lead capture
- VIP hospitality opportunities

PUT YOUR BRAND AT THE CENTRE OF STRENGTH.

ONE ECOSYSTEM.
THREE POWERFUL CONNECTIONS.

Athletes create authentic moments. Influencers turn moments into stories and reach. Brands enable experiences and connect with audiences.



Participation may be as competitors, guests, members, partners or witnesses—depending on eligibility and arrangements. Together: audience engagement, community building and measurable commercial opportunity.

PARTNERSHIP PACKAGES

TITLE PARTNER

USD $20,000

Naming alignment; premier logo lock-up; category exclusivity*

Hero activation zone; opening and awards presence

VIP hospitality

OFFICIAL PARTNER

USD $16,000

Major venue branding; official partner recognition

Expo booth; branded digital content

Sampling and hospitality

GOLD SPONSOR

USD $12,000

Prominent venue visibility; livestream mentions

Activation and athlete-content opportunity

Digital listing; guest invitations

SILVER SPONSOR

USD $8,000

On-site logo placement; website and social listing

Product display; sampling opportunity

Branded collateral; event invitations

Final deliverables, category rights and inventory are subject to a signed sponsorship agreement.







FROM VISIBILITY TO MEASURABLE VALUE

01 PLAN — Agree objectives, rights and activation.

02 CAPTURE — Track attendance, interactions, opt-in leads, livestream metrics and content engagement.

03 REPORT — Provide delivered assets, media evidence and agreed performance metrics.

Future collaborations, repeat-event partnerships and international business connections are possibilities—not guaranteed outcomes.

JOIN THE NEXT CHAPTER OF STRENGTH

WORLD STRONGMAN CHAMPIONSHIP | MUMBAI | 5–6 DECEMBER 2026
CIDCO Exhibition & Convention Centre, Navi Mumbai

Presented by Kartik Yadav, Acting World Strongman President and Head of Asia & India Strongman Federation

WORLD STRONGMAN ↗ • **PREVIOUS CHAMPIONSHIP VIDEO ↗** • **INDIAN STRONGMAN INSTAGRAM ↗**
KARTIK YADAV: INSTAGRAM ↗ • **LINKEDIN ↗**

+91 88004 17117 | Indianstrongmanfederation@gmail.com

DISCUSS A SPONSORSHIP OR EVENT PARTNERSHIP