KALINGA DIGITAL MEDIA PRESENTS

13TH | NOV 2026

HOTEL SHANGRI-LA
NEW DELHI

25TH

SILVER JUBILEE | 2026

25TH STAR NITE AWARDS

PARTNERS: INNOVATE, INTEGRATE, SUSTAIN



THE SILVER JUBILEE

THE DNA OF THE CHANNEL

25th Edition, VARINDIA Star Nite Awards (SNA 2026) have united the people and partnerships driving India's information and communications technology industry.

SNA brings technology vendors, distributors, value-added distributors (VADs), managed service providers, system integrators and resellers together to exchange ideas, strengthen alliances and celebrate channel excellence.

The 2026
THEME

— Partners: Innovate, Integrate, Sustain — recognises the channel's central role in building a resilient and future-ready digital economy.

A full day of strategic dialogue, partner engagement, industry recognition and high-value networking culminates in the Silver Jubilee awards gala.



A PLATFORM BUILT AROUND PARTNERS

25 YEARS OF CHANNEL EXCELLENCE

The **STAR NITE AWARDS** are regarded as one of the flagship annual recognitions for India's B2B technology partners.

- Through the years, VARINDIA has helped surface channel challenges before OEMs and industry associations, promoting collaboration, stronger profitability and wider business opportunities.
- The event anticipates participation by more than 400 VARs and OEMs.
- The 2026 edition to unveil the **Channel Policy Handbook** on the technology industry, bringing further value to partner–vendor engagement.



THEME & INDUSTRY IMPERATIVE

INNOVATE INTEGRATE SUSTAIN

INNOVATE:

Explore AI, intelligent infrastructure, cloud, cybersecurity, data security, deepfake and privacy-led transformation.

INTEGRATE:

Build stronger working relationships between OEMs, distributors, MSPs, system integrators, IT associations and resellers.

SUSTAIN:

Advance profitable, resilient and future-ready channel business models through services, skills and strategic alliances.

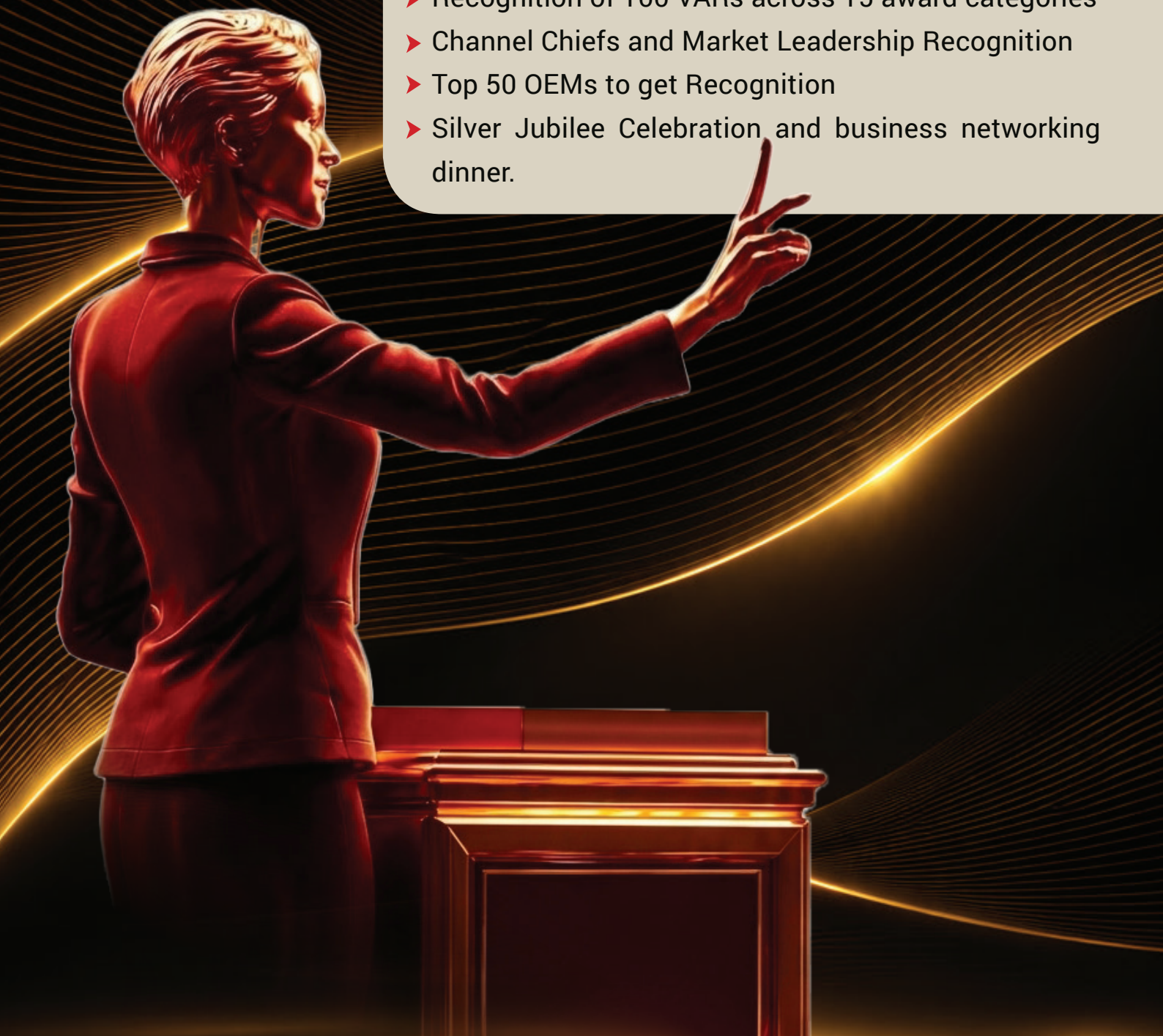
The channel's next growth chapter is defined not just by product sales, but by integration, trusted services and long-term customer outcomes.



EXPERIENCE THE 25TH EDITION

A DAY OF INDUSTRY CONNECTIONS

- Leadership addresses and opening plenary
- Channel Empowerment Session with dedicated OEM and distributor presentations
- VAR Symposium and IT association participation
- Distribution and alliance leadership panel discussion
- Recognition of 100 VARs across 15 award categories
- Channel Chiefs and Market Leadership Recognition
- Top 50 OEMs to get Recognition
- Silver Jubilee Celebration and business networking dinner.



MORNING | 09:00–11:00

LEADERSHIP & OPENING PLENARY

09:00 - 09:45	**Registration** and welcome reception
10:00	**Welcome** announcements
10:10	Traditional **lamp-lighting** ceremony
10:15–10:25	**Opening address** Dr. Deepak Kumar Sahu Publisher & Editor-in-Chief - VARINDIA
10:25–10:35	**Welcome address** Navin Gupta, President, FAIITA
10:35–10:50	**Keynote address** (speaker details differ between supplied agenda and current website)
10:50–11:00	**Felicitation of five IT associations**

Programme timings are provisional and subject to organiser updates.



MORNING | 11:00–13:00

CHANNEL EMPOWERMENT

11:00–12:00
OEMs presentations

12:00–13:00
OEMs presentations

13:00–14:00 Networking lunch

Sessions are designed to support knowledge exchange, partner enablement, alliance formation and opportunities for nationwide market expansion.

A dedicated forum for technology brands and distribution leaders to engage directly with India's partner community.



AFTERNOON | 14:00–16:50

THE VAR SYMPOSIUM

- 14:00–15:00 Technology partner presentations and Executive Round Table with IT Association
- 15:00–15:30 Panel: “Turning Ideas into Stories That Drive VAR Decisions”
- Moderator: Dr. Deepak Kumar Sahu, Editor-in-Chief, VARINDIA
- Distribution leaders examine channel priorities, evolving business models and practical partner opportunities.
- 15:30–16:00 Partner presentations
- 16:00–16:20 Tea break
- 16:20–16:50 Partner presentations
- Breakout Session - 30 IT Association Participate into Round Table Session.



AWARDS | 16:55–17:40

RECOGNISING INDIA's TOP VARs/ PARTNERS

- 16:55–17:25 Recognition of 100 eminent VARs in India
- 17:25–17:40 Recognition of Channel Chiefs in the Indian IT industry
- The recognitions highlight achievement, channel leadership, partnership development and contributions to India's technology ecosystem.

NOTE: Award categories and recipients are determined through the organiser's applicable awards and Channel Leadership Survey processes.



EVENING | 18:10 ONWARDS

THE SILVER JUBILEE GALA SESSION

- 18:10–18:50 Silver Jubilee inauguration
- 18:50–19:45 Partner presentations and industry engagement
- 19:50–20:15 Industry Leaders and keynote addresses
- 20:15–20:20 Transformational Business Leader Award 2026
- 20:20–20:30 CMO of the Year 2026
- 20:30–20:55 Channel Leadership Survey Awards (CLS 2026)
- 20:55 Vote of thanks — S Mohini Ratna, Editor, VARINDIA
- 21:00 onwards Business networking and cocktails dinner

Evening timings are based on the current event website; supplied agenda differs on selected partner slots.

A HIGH-VALUE ICT AUDIENCE

WHO WILL YOU MEET?

- OEM and technology vendor leaders
- National and regional distributors and VADs
- Value-added resellers, system integrators and solution Partners
- Managed service and cybersecurity service providers
- Channel Chiefs, CMOs and business development leaders

Industry associations and policy stakeholders

- Enterprise IT leaders, technology innovators and media professionals
- The event introduction anticipates over 400 VARs and OEMs, with participation subject to registrations.



VISIBILITY. DIALOGUE. OPPORTUNITY.

WHY PARTNER WITH SNA?

- Position your brand before a highly relevant technology channel audience.
- Engage partner decision-makers through speaking sessions, presentations and networking.
- Build national market visibility through VARINDIA's print, digital and event platforms.
- Showcase solutions at the exhibition and create direct sales and alliance conversations.
- Align your organisation with a 25-edition legacy of channel recognition and excellence.
- Choose from curated sponsorship packages and dedicated branding opportunities.



OFFICIAL COMMERCIAL OPPORTUNITIES

SPONSORSHIP AT A GLANCE

EXCLUSIVE CHANNEL EMPOWERMENT
Session (one hour) — Rs 20 lakh

PRESENTING SPONSOR
— Rs 20 lakh

- Platinum Sponsor — Rs 15 lakh
- In Association With — Rs 10 lakh
- Powered By — Rs 10 lakh
- Principal Sponsor — Rs 10 lakh
- Gold Sponsor — Rs 7 lakh
- Networking Sponsor — Rs 3 lakh

Rates and deliverables are taken from the supplied 2026 sponsorship proposal Plus Taxes.



PRESENTING • PLATINUM • ASSOCIATION

PREMIER PARTNERSHIP PACKAGES

PRESENTING SPONSOR | Rs 20 lakh

★Logo in event publicity and on VARINDIA website;★T-shirt branding; ★exhibition stall;★one-hour exclusive partner engagement (subject to separate proposal);★20-minute evening address;★standees; ★ full-page VARINDIA event-special advertisement;★five passes; ★exclusive T-shirt logo branding; ★ 2m x 2m Exhibition Stall

PLATINUM SPONSOR | Rs 15 lakh

★ Publicity and website logo; branding on the carry bag; ★exhibition stall;★ 20-minute evening speaking slot; ★full-page event-special advertisement; ★five passes;★lanyard branding.

IN ASSOCIATION WITH | Rs 10 lakh

★Publicity and website logo; ★badge branding; 2m × 2m exhibition stall; ★15-minute evening address;★standees; ★full-page event-special advertisement;★Three passes.



POWERED BY • PRINCIPAL • GOLD • NETWORKING

BRAND PARTNERSHIP PACKAGES

POWERED BY | Rs 10 lakh

★Publicity and website logo;★badge branding;★2m × 2m stall;★15-minute evening address;★standees; ★one-page colour advertisement;★Three passes; ★2m × 2m stall.

PRINCIPAL SPONSOR | Rs 10 lakh

★ Publicity and website logo;★badge branding;★exhibition stall; ★one-page colour advertisement;★15-minute evening address; ★event AV and standee;★Three passes; ★2m × 2m stall.

GOLD SPONSOR | Rs 7 lakh

★Publicity and website logo;★exhibition stall; ★15-minute afternoon speaking slot;★event AV; three passes.

NETWORKING SPONSOR | Rs 3 lakh

Publicity and website logo; exhibition stall (2m × 2m); two passes.

ADDITIONAL SPONSORSHIP INVENTORY

EXCLUSIVE BRANDING OPPORTUNITIES

Entrance arch / exhibition main gate — Rs 3 lakh

Branded T-shirts (500 units) — Rs 5 lakh

Networking dinner sponsor — Rs 5 lakh

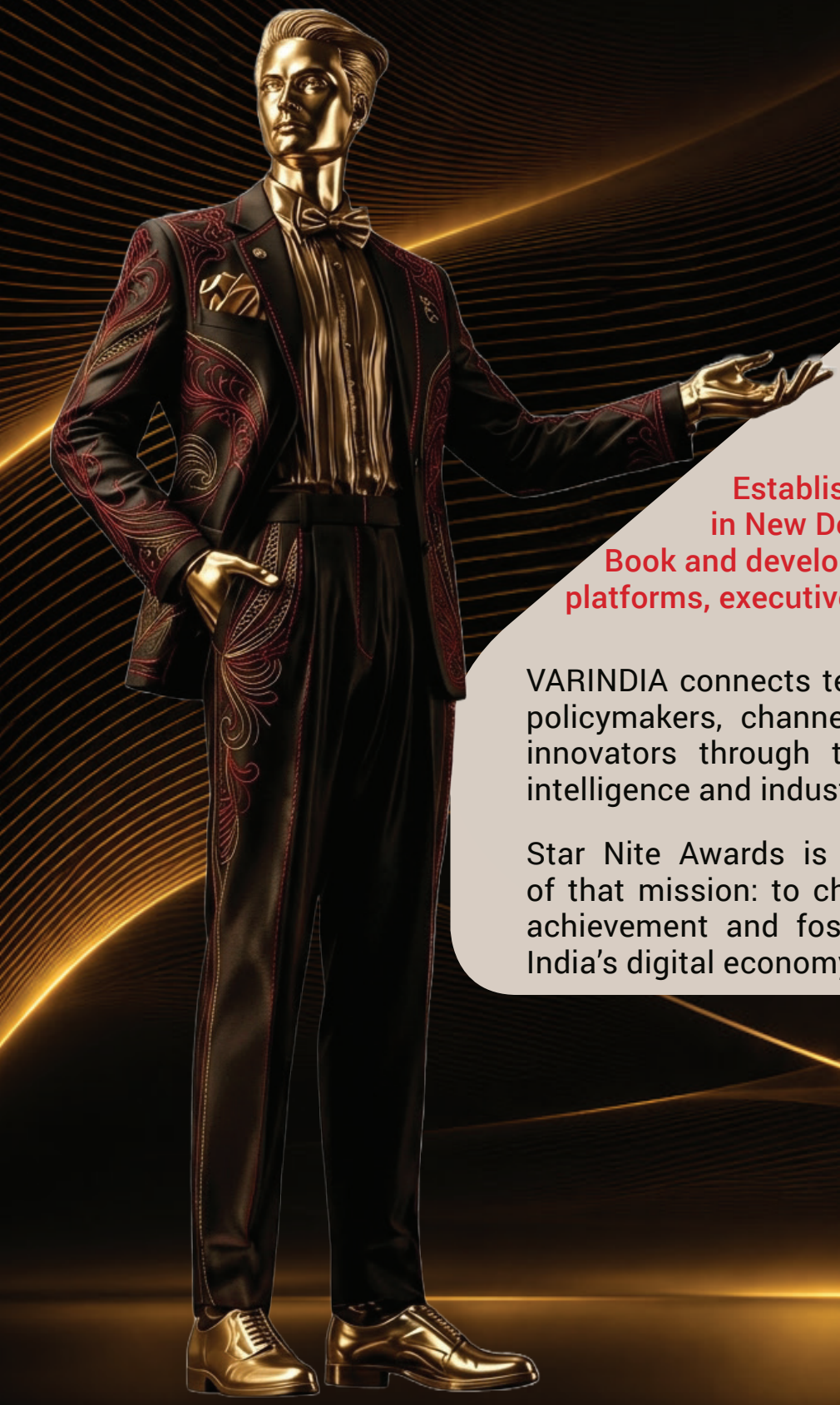
Branded pens (500 units) — Rs 2 lakh

Lucky-draw branding

- Available for Gold Sponsors only;
- commercial amount not specified in the supplied document.
- Branding rights, artwork specifications, production timelines and final availability require organiser confirmation.

27 YEARS OF ICT MEDIA & INDUSTRY ENGAGEMENT

ABOUT VARINDIA



KALINGA DIGITAL MEDIA PVT. LTD.

Established in 1999 and headquartered in New Delhi, publishes VARINDIA, Brand Book and develops technology-focused editorial platforms, executive forums, industry research and awards.

VARINDIA connects technology vendors, enterprises, policymakers, channel organisations and emerging innovators through technology journalism, market intelligence and industry engagement.

Star Nite Awards is a signature event, expression of that mission: to champion the channel, celebrate achievement and foster partnerships that advance India's digital economy.

REGISTRATION & PARTNERSHIPS

JOIN THE SILVER JUBILEE



Theme

PARTNERS: INNOVATE, INTEGRATE, SUSTAIN

FRIDAY
13TH NOV 2026

HOTEL SHANGRI-LA'S EROS, NEW DELHI

Secretariat: Priyanka Bhaguna **Phone:** +91 9599024423 **Email:** priyanka@varindia.com	**Anil Kumar** **Phone:** +91 8108017479 **Email:** anil@varindia.com
Sunil Kuma Sahu **Phone:** +91 8100298033 **Email:** sunil@varindia.com	**S. Kamala Kar** **Phone:** +91 9886280836 **Email:** kamlakar@varindia.com

Kalinga Digital Media Pvt. Ltd.
VAR House, A-84A/3, Rose Apartment, Paryavaran Complex, IGNOU Road,
New Delhi – 110030, India

For delegate registration, sponsorship inquiries,
or more details Scan or Click "THE QR"

www.events.varindia.com/2026/sna/

