Catwa.lk

EDITION 2026



FOR ADVERTISING AGENCIES,
PHOTOGRAPHERS AND STUDIOS

Find the *right model*, fast

How creative teams use Catwa to find, choose and book models, for free. And how our own team can help when you need more.

FREE TO USE ✦ VERIFIED MODELS ✦ CASTINGS ✦ BOOKINGS ✦ EXPERT HELP

INSIDE THIS MANUAL

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Written for producers, art directors, casting leads and photographers. Short chapters, simple steps.



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01

INTRODUCTION

Catwa for *creative teams*

Catwa is Sri Lanka's modelling platform. It gives creative teams one place to find verified models and book them directly.

Using Catwa is **completely free**. Search models, message them, post castings and manage bookings at no cost. You only pay if you hire Catwa's own team for extra help.

Finding the right model used to take days of phone calls, messages and forwarded photos. On Catwa, every model has a clear profile with photos, sizes and a ready-made comp card. You can build a shortlist in minutes.

ADVERTISING AGENCIES

Campaign casting

Cast for many brands from one account, with your whole team.

PHOTOGRAPHERS

Shoots and test shoots

Find models for paid work, test shoots and your own projects.

STUDIOS

Regular shoots

Book models every week for catalogue and online shop photos.

Free	0%	100+	24/7
TO USE	COMMISSION	SIZE FIELDS	ACCESS
No subscription, no fees.	Nothing added to model fees.	For special castings.	Search any time.



02

SETUP

Set up your *business page*

Models look at your page before they reply. A complete page gets faster, better answers.

Five simple steps

1. **Sign up at www.catwa.lk**
   Choose the business option when you sign up. It is free.
2. **Complete your page**
   Add your logo, a short description, your location and your website or social links.
3. **Choose your business type**
   For example advertising agency, photographer, studio or production house.
4. **Add your team**
   Invite producers, casting leads and photographers. Each person gets their own login. Agencies can run several business pages from one account.
5. **Start searching**
   Everything is open to you straight away. No payment needed.

03

SEARCH

Find the right *model*

Use the filters that match your brief. Your first shortlist will be close to your final choice.

The search filters

FILTER	USE IT FOR
Type of work	Fashion, advertising, editorial, fitness, bridal, events and more. Start here.
Height	Important for fashion shows and for fitting sample clothes.
Sizes	Match the clothes you already have. Detailed sizes help with hands, feet and jewellery.
Age range	Match the people the product is for.
Location	Save on travel. Many models list the areas they can work in.
Hair and eyes	Match an existing campaign or a certain look.
Verified only	Show only profiles checked by our team. Best for every paid job.

READING A PROFILE

Look at the basic photos first

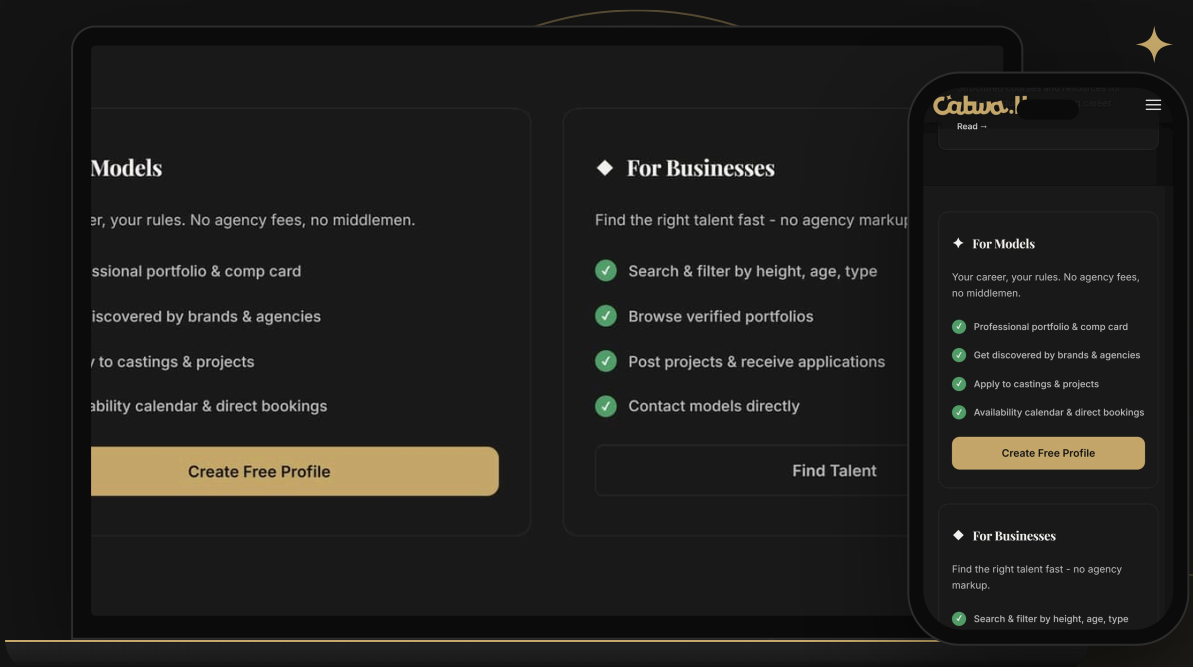
Styled photos show what a model can become. Plain photos show who will arrive on the day. Compare them with the sizes before you choose.

- Full length, side and face photos
- Natural light, simple clothes
- A short casting video, on request



Casting videos

Many models have a short video. It is private, so you send a request and the model says yes or no.



What models and businesses get on catwa.lk

04

CASTINGS

Post a *casting*

For bigger jobs, post a casting. Models apply to you and you see every applicant in one place.

A good casting brief says

- [x] What the job is, for example "Swimwear online shop shoot, two days"
- [x] The brand, or that it is private until you choose the models
- [x] Dates, times and place
- [x] The models you need: type of work, age, height, look and how many
- [x] The fee, and whether photo use is included
- [x] Where the photos will be used and for how long
- [x] Who provides clothes, hair and make-up
- [x] The closing date and when people will hear back

How a casting works

POST
Publish your casting
It appears in the castings list and on your page.

COLLECT
Models apply
Each one arrives with photos, sizes and a comp card.

CHOOSE
Make a shortlist
Compare and message applicants in one place.

BOOK
Confirm dates
Request dates from each model's calendar.

CLOSE
Close the casting
Let other applicants know. Models remember teams that do.

05

BOOKINGS

Bookings and *calendars*

Every model has a calendar. You ask for a date, the model confirms, and the booking is saved for both of you.

STEP 1

Requested

You ask for a date with the job details.

STEP 2

Confirmed

The model accepts.

STEP 3

Completed

The job is done and saved.

OR

Declined

The model says no. Try your next choice.

Team calendar

See every booking across your team in one calendar, so shoots never clash.

Messages on Catwa

Keep the brief, agreements and times in one message thread per model.

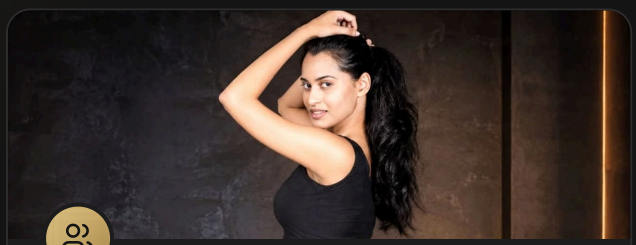


06

EXPERT HELP

Our team can *help*

The platform is free. When you want experts to handle part of the work, you can hire Catwa's own team. You only pay for the service you choose.



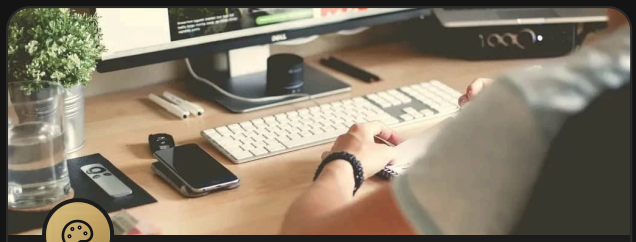
Advanced model selection

Tell us the brief. We search, check availability, review casting videos and send you a ready shortlist.



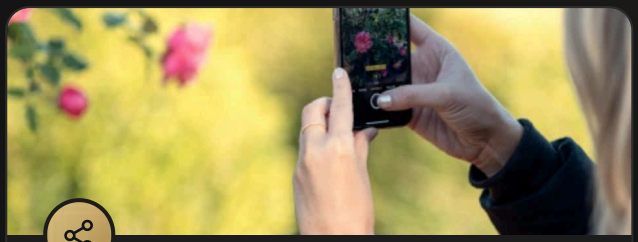
Photography

Our photographers shoot in the studio or outdoors, with lighting and editing included.



Creative direction

We plan the idea, mood board, styling and shot list, and run the shoot on the day.



Social media handling

We turn the shoot into posts and reels, plan the calendar and manage your pages.

HOW IT WORKS

Tell us what you need

Send us your brief. We reply with a clear quote for the services you choose. No quote, no charge.

- ✓ Model selection
- ✓ Photography
- ✓ Creative direction
- ✓ Social media

SUPPORT@CATWA.LK



07

WORKING WELL

Working with *models*

The best teams are the ones models want to work with again. Clear terms and a well-run shoot make that easy.

Agree photo use before the shoot

USE	EXAMPLE	USUAL FEE
Social media	The brand's own pages	Lower
Online ads	Paid adverts and websites	Medium
Online shop	Product pages	Medium
Print	Magazines, brochures, posters	Higher
Billboards	Large outdoor adverts	High
Television	TV adverts	High
Unlimited use	Any use, often with no time limit	Highest

Also agree how long the photos can be used. Catwa does not handle payments, so agree the fee and payment date in writing, and pay the model directly and on time.

On the shoot day

✓ ALWAYS

- Send times, address and contacts in advance
- Confirm the clothes and type of shoot first
- Give models a private place to change
- Welcome a friend or family member if the model brings one
- Credit the model when you share the photos

✕ NEVER

- Change the plan or place on the day
- Ask for photos that are not part of the job
- Ask models to pay for anything
- Use photos beyond what you agreed

08

FOR PHOTOGRAPHERS

Grow your *own name*

Photographers are both clients and creators on Catwa. Your page is your portfolio too.



OUTDOOR WORK

Show your best shoots

Models choose photographers by their work. Put your strongest studio and outdoor shoots on your page.

- Paid shoots
- Test shoots with new models
- Editorial and creative work

Habits models recommend

- A clear brief and mood board before every shoot
- Agree how many edited photos the model gets, and when
- Credit every model, stylist and make-up artist
- Respect the agreed photo use, even on your own pages

Catwa Publications

Our online magazine shows work made by the community. Strong shoots can be featured in an issue.

09

QUESTIONS

Common *questions*

Is Catwa free for businesses?
Yes. Searching, messaging, castings and bookings are all free. There is no subscription.

Do you take commission when we book a model?
No. Nothing is added to model fees.

Then how does Catwa make money?
Only from optional services, such as model selection, photography, creative direction and social media. You choose if you want them.

Does Catwa pay the models for us?
No. You agree the fee with the model and pay them directly.

Can our whole team use one account?
Yes. Add team members to your business page. Agencies can run several pages.

Can we post a private casting?
Yes. Describe the job without the brand name and share details later by message.

How do we know a profile is real?
Use the verified filter. Our team checks those profiles by hand.

Talk to the Catwa team

Planning a big casting or need expert help? We are happy to help.

WEB
catwa.lk

EMAIL
support@catwa.lk

PHONE
+94 70 317 0422

Catwa.lk

Sri Lanka's Premier Modelling Platform

Verified models. *Free* to use.

Create your business page, invite your team and post your first casting today.

START FREE AT WWW.CATWA.LK



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