INTRODUCING

Where Sri Lanka's *talent* meets the work

One free platform that connects models with the brands, agencies and photographers who hire them. Plus a creative team for when you need more.

FREE ✦ VERIFIED ✦ MADE FOR SRI LANKA



AT A GLANCE

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01

ABOUT

What is *Catwa*?

Catwa is Sri Lanka's modelling platform, made by Noimos (Pvt) Ltd.

Catwa connects models **directly** with the brands, agencies, photographers and studios that hire them. It is **free for everyone**.

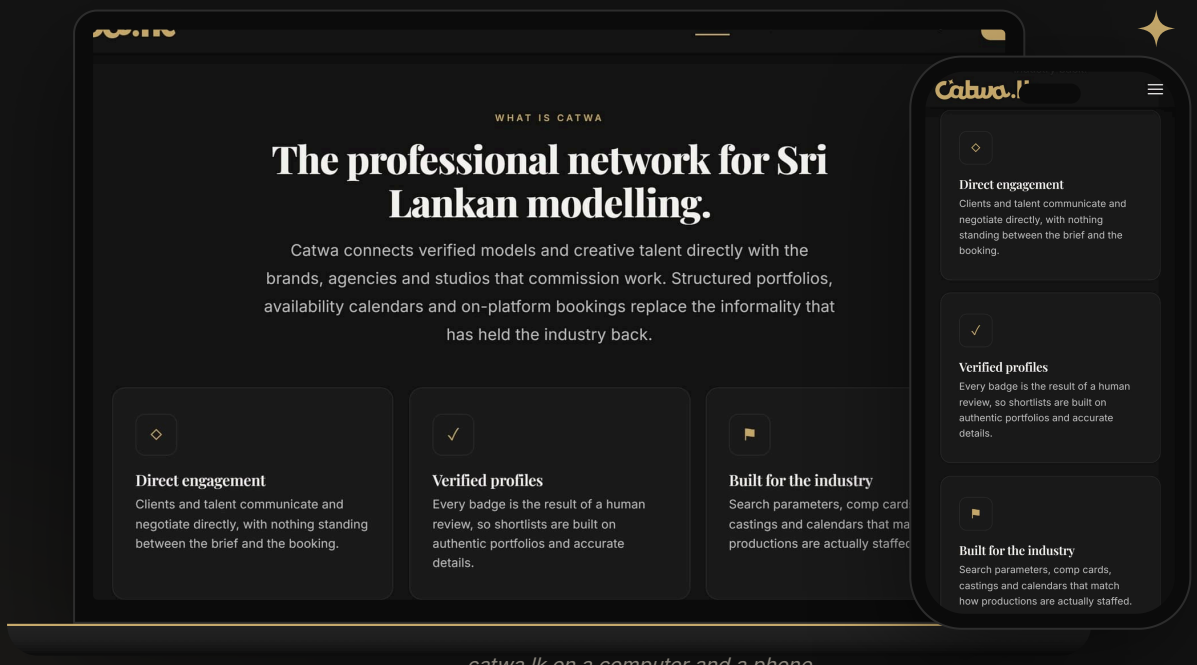
Finding models used to depend on personal contacts, forwarded photos and unchecked social media accounts. Catwa brings it all into one trusted place: model profiles, photos, castings, calendars, bookings and messages.

Free
FOR EVERYONE
Models and businesses.

100%
FOR MODELS
They keep every fee.

Human
CHECKS
Every badge is reviewed.

EN, SI
LANGUAGES
English and Sinhala.



catwa.lk on a computer and a phone



02

HOW IT WORKS

Two sides, one *platform*

Models build a free profile. Businesses search, post castings and book, also for free.

For models

1. **Create a free profile**
   Four simple steps: details, sizes, photos and preferences.
2. **Get verified**
   Our team checks the profile and adds a badge.
3. **Get booked**
   Clients message you, and you apply to castings.

For businesses

1. **Create a free page**
   For brands, agencies, photographers and studios.
2. **Search or post a casting**
   Filter verified models or let them apply to you.
3. **Book directly**
   Ask for dates and keep everything on record.

03

PLATFORM

Everything in *one place*

Live, and improving every week.

Model profiles
Photos, albums and sizes on one public page.

Comp cards
Standard model cards made from the profile.

Detailed sizes
More than 100 measurements, kept private.

Model search
Filter by type, height, sizes, age and place.

Castings
Post jobs and manage applicants.

Bookings
Calendars, requests and team views.

Messages
Real-time chat that keeps details on record.

Casting videos
Short videos, shared only when approved.

Model Academy
Free lessons on skills, safety and business.

Our models

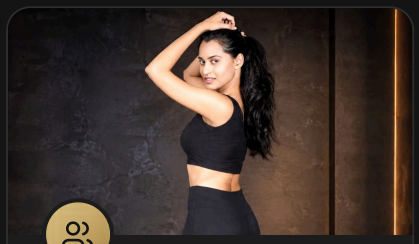


04

SERVICES

Our *creative team*

The platform is free. We earn money only when a business hires our own team for extra help.



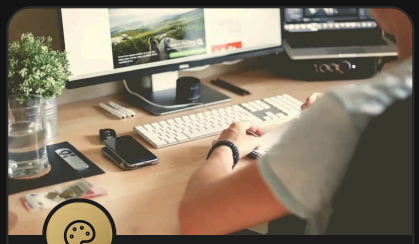
Models and model selection

We choose and book the right models for you.



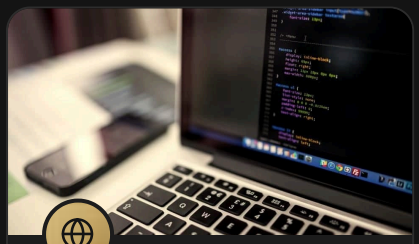
Photography

Indoor studio and outdoor location shoots.



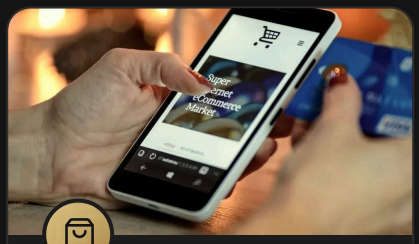
Creative direction

Ideas, styling and shot plans, run on the day.



Websites

Brand websites linked to the Catwa platform.



Online marketplace

Online shops with real model photos.



Social media

Posts, reels and page management.

Full package or pick what you need

Brands can hire us for everything, or choose only the services they want. Every project gets a clear quote first.

05

TRUST

Built on *trust*

Models need to trust who they meet. Businesses need to trust who they book.

Checked by people

Our team checks that photos are real and details make sense. The badge can be removed if rules are broken.

Reporting

Every profile, message and casting has a report button. Our team reviews every report.

Private data stays private

Emails and phone numbers are stored separately and never shown on profiles.

Members stay in control

Hide a profile, approve each video request, or delete the account at any time.



SAFETY FIRST

Safe for models, safe for brands

Clear profiles, recorded bookings and messages on the platform protect everyone. Models also get free safety lessons in the Model Academy.

- Private contact details
- Report button everywhere
- Free safety lessons

06

COMPANY

Who is *behind* Catwa

Catwa is designed, built and run in Sri Lanka by Noimos (Pvt) Ltd.

> *We built Catwa so that talent is found on merit, businesses can hire with confidence, and everyone in the industry has a place to grow.*

Sri Lanka has great modelling talent and a growing number of brands that need it. The link between them was slow and informal. Catwa gives the industry a professional home, free for everyone, with an expert team for brands that want more.

Mahen Samaranayake

FOUNDER, NOIMOS (PVT) LTD

MADE IN SRI LANKA

Real models, real places

Every photo in this brochure shows models from the Catwa community.

- Studio and outdoor shoots
- Verified profiles
- Growing every week



Get in touch

For partnerships, services or help getting started.

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Catwa.lk

Sri Lanka's Premier Modelling Platform

Where Sri Lanka's *talent* meets the work.

Free for models. Free for businesses. Expert help when you need it.

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