FICCI

Business of Sports

Aiming Higher.....
Reaching Further!







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PREFACE



The Sports is emerging as an important industry. At present sports is fragmented and unorganized but FICCI believe if Government and Industry nurture it together, we can fulfil the hidden potential of this sector and can realize its true entrepreneurship potential. On Sports Business.

The business of Sports worldwide has not just been restricted to the playing of sports. It now encompasses a variety of firms covering a wide spectrum of domains although it is still in a nascent stage in India, its potential has truly been unleashed by the growing number of innovate start-ups in this field.

The need of the hour is to increase individual's interest and rope in private investments in the sports industry, which is almost immaterial. We do need to mainstream corporate to realize its responsibility towards the sports fraternity as also duly highlighted in the latest amended Company's Actand guidelines.

Mr. Sidharth Birla

President, FICCI



Foreword

FICCI has taken up the responsibilities to bridge the knowledge gap to aid the Sports Business development in India and to share the real time and up to date information about ongoing initiatives in sports.

I am confident about the future of Indian Sports Business, which is certainly bright as the sports, with the changing mindset is getting embedded into the Indian culture with growing interest the amongst youngsters.

I, also, wish to express my gratitude to all individuals and organizations who have helped us in making this report by their direct and indirect involvement. My special thanks to FICCI sports committee and team in developing this paper under the guidance and leadership of Mr. Rajpal Singh

I look forward to your suggestions.

Sanjeev Paul

Chairman,FICCI Sports Committee &MD, TATA Metaliks

Acknowledgement



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Some of the Indian athletes across multiple sports during Commonwealth Games and Asian Games, 2014. India has the talent to be amongst the top sporting countries in the world. It is also recognized that a lot more needs to be done, especially in the development of sports at the grassroots level where States have an important role to play if India has to be able to take advantage of the positive momentum and claim its rightful place amongst the top sporting countries

In India, development of sports is a State subject, and it is time for States to recognize and utilize the opportunities that come with investment in sporting assets.

Typically, sports infrastructure backed by experts of various field including coaches and psychologist. In addition to well-structured planning and system are the three main ingredients to get world class performance. Development of these ingredients cannot be possible without proper public private partnership (PPP). There have been many initiative taken up by various government and industrial agencies which need to be highlighted frequently to attract more investment.

With these report we would like to acknowledge the contribution of individuals and organizations who have started looking sports as opportunity, may be as business or passion. FICCI believes, these reports would serve as an investment, guidance to Indian and International business and supporting bodies.

Executive Summary

The purpose of this paper is to briefly look back at the sport industry and to make some predictions in the upcoming decade. Idea is to providing information and about the situations and trends in the market for sports business in India. This information may be relevant not only to foreign investors wanting to enter Indian market or do business in the near, medium-term or long-term future but also to the entrepreneurs and domestic investors interested in sports business and/or development.

Some Sport lover will need to use some creative strategies to thrive thereby taking advantage of new technology; big events thus tapping new markets; improving targeting efforts; also attempting to reconnect with traditional fans/consumers.

Unfortunately, only a small proportion of Indians practice sports, mainly due to low disposable income and the shortage of adequate sports facilities. Official sources suggest that, if we exclude physical education in school, only 13.6 million Indians regularly engage in sports in their leisure time - with a preference for cricket, football and badminton, as well as basketball - although other studies seem to point to higher sports participation.

The Indian government has launched several large-scale schemes for the promotion of sports, but this is hardly a priority in the country's budget. However, during the last decade, the sports industry has seen the upward swing owing to introduction of IPL (Indian Premier League) and other leagues. This format has drawn considerable interest from the corporate world, cine star and famous names from the sports field.

Introduction

India is an emerging country in sports and entertainment which is good for sports industry in India. Over the last ten years India has organize many national and International events. But still India sports is at infancy stage, which can be exploited not only by commercially viable large leagues but also other businesses of sports like events, academies, elite and other coaching institutes, niche sports science backup services and so on. Fortunately or unfortunately many of these avenues are even yet touched in the Indian sports market.

"The global sports sector is estimated to be worth **USD 480-620 billion**. However, in India, sport is yet to be recognized as a sector and there is no comprehensive study on the industry's estimated size. The sports sector may comprise several segments such as sports tourism, sporting goods (manufacturing and retail), sports apparel, amateur and professional sports, recreational sports, high school and college athletics, outdoor sports, sports businesses such as sports marketing firms, the sport sponsorship industry and sport governing bodies."(KPMG)

Over the past decade, India has emerged as one of the most attractive destinations for business and investment. It is not only one of the fastest growing economies in the world which successfully sustained the global downturn of 2008-09; it is also slated to grow at consistently higher rates during the next few decades.

The future is bright for India. It is likely to become one of the largest economies of the world by the year 2025 as per projections made by internationally renowned consultants and IMF. Many investors and corporates around the world have stepped up in order to take advantage of the growth opportunities offered by Indian markets and many others are keeping a close eye on the subcontinent for investments in coming years.

The growth of the Indian sports industry runs parallel with growth of the country's economy. **4.3 million** People are requiring in the Indian sports industry as workforce by 2025.

Sport is one of the fastest growing sectors in India and is attracting investment from the government and private sector. In the past few years, India has hosted many world class sporting events like the **Commonwealth Games 2010, F1 Grand Prix 2011,** and the **Cricket World Cup 2011.** Government has increased its sports industry commitment from **USD 5.58 million** in 1980-1985 five year plan to **USD 950.82 million** in 2007-2012 five year plan.

Every year something new is coming up in Indian sports and it also boost our tourism sector because of foreign official and players who visit to India.



Indian Premier League (IPL)
T-20 Cricket

Introduction:

IPL is a Twenty20 cricket tournament with number of franchise teams participate for the trophy. However it was in very recently in 2008 but emerged as not only the most-watched cricket league in the world and but also known for most commercially success sports events. According to sources during the sixth IPL season (2013) its brand value was estimated to be around US$3.03billion Live rights to the event are syndicated around the globe.In 2010, the IPL became the first sporting event to be broadcast live on YouTube. Similarly, during the seventh IPL season (2014) its brand value was estimated to be around US$ 3.2 billion.

In 1st IPL 2008:

There were only 8 teams: Rajasthan Royal, Chennai Super King, King XI Punjab, Delhi Daredevils, Mumbai Indians, Kolkata Knight Riders, Royal Challenger Bengaluru and Deccan Charger Hyderabad.

Player's Auction in the 1st IPL 2008

The auction were conducted on 20th February 2008 in Mahendra Singh Dhoni was winnerof the highest bid of US$1.5 million Out of 75 top players. Players were taken from various countries including New Zealand, Sri Lanka, Australia, South Africa, West Indies, Pakistan etc..In addition to India. While the total base price for auction was US$400 millionbut auction raised US$723 million.

Nine venues were identified and updated for various capacities between 30000 to 80000 with huge cost.Media and Entertainment were used parallel.

In 7th IPL 2014:

Because of election year, part of this tournament was shifted to Middle East countries jointly hosted by India & UAE. This innovative experiment has only been tried in Cricket for any Indian League. Like in 2008 there were 8 teams which

were less than one team then 2013 when there were 9 teams. In case of auctioning organizers decided to Bid in Rupees rather than US Dollars. Each team had a starting cap of INR 600 million.

In addition to nine venues in India 3 additional venues were identified in UAE that is in Abu Dhabi, Dubai and Sharjah.

IPL 2014 affords total price money of INR 400 Million.

Sponsorship Money:

DLF Group - INR 2.50 billion, Title Sponsor for 5 years (2008-2012)

Pepsico - INR 3.97 billion, Title Sponsor for 5 years (2013-2017)

Broadcasting Rights:

Sony Entertainment Television/ World Sports Group - INR 87 billion, Regional Broadcast Rights (India, Bangladsh, Bhutan and Nepal) for 10 years (2008-2017)

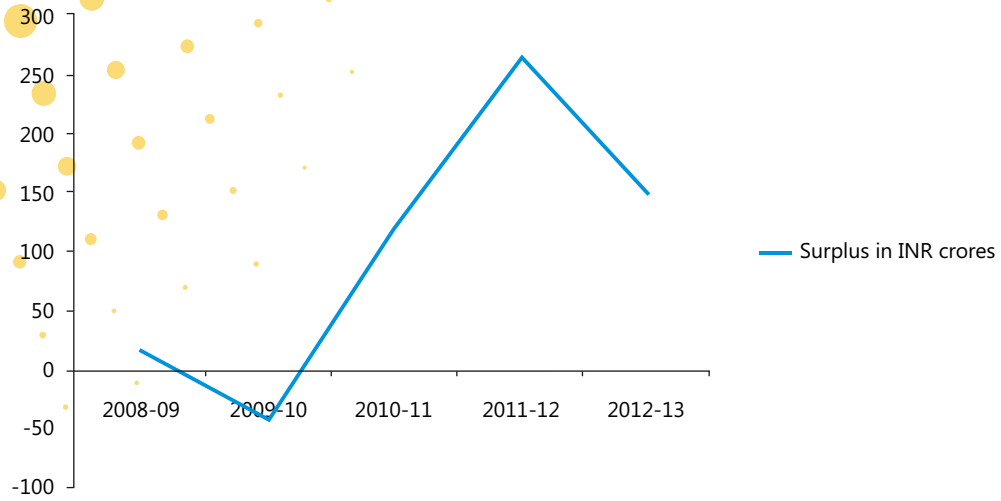
Estimation:

Valuation; Brand Finance **US$ 2.01 billion 2009**

US$ 4.13 billion 2010



Indian Premier League Surplus in INR crores



Brand Valuation of Team in 2014:

S,No	Team Name	Valuation 2014
1	Chennai Super Kings	$72 Million
2	Mumbai Indians	$72 Million
3	Kolkata Knight Riders	$69 Million
4	Royal Challengers Banglore	$51 Million
5	Rajasthan Royals	$45 Million
6	Delhi Daredevils	$40 Million
7	Kings XI Pinjab	$32 Million
8	Sunrisers Hydrebad	$25 Million

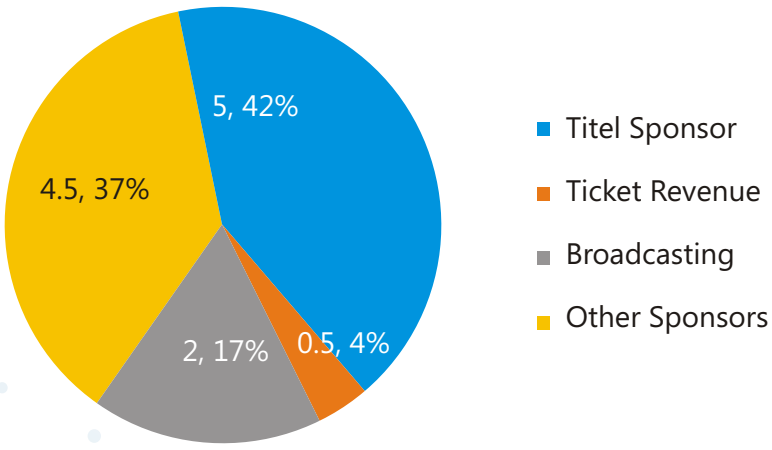
Chennai Open (Tennis)

Chennai open started in 1996 is the largest tennis event in India. This event attracts some of the top names in the tennis circuit. It is played on the all hard court includes two events Men Singles and Men Doubles. The tournament has featured stars of the tennis world like Rafael Nadal, Carlos Moya, Kei Nishikori, MarinCilic, Boris Becker and India's Leander Paes and Mahesh Bhupathi. This Event has been organized and promoted by IMG Reliance,

Prize Money - US$ 450,000

It is believed that tennis in India currently ranks among the top five most popular sports along with Cricket & Football.

Revenue in INR. Crores/Share



Sponsorships:

Title Sponsors	Aircel
Platinum Sponsors	Government of Tamil Nadu, Indian Bank, United Insurance, Murugappa Groups, Indian overseas Bank
Official Partners:	FedEx, Ricoh, Volvo, Rado, Vijay Shanthi, TATA Water Plus, Rajalakshmi Institutions, The Hindu, Bols, Marks & Spencer, Lavazza, The Park, Billroth Hospital, Wilson, TK Sports, Chennai Live, I love Chennai (Social Media Partner
Broadcaster:	Ten Sports
Associates	Association of Tennis Professional (ATP) Tamil Nadu Tennis Association (TNTA) Sports Development Authority of Tamil Nadu All India Tennis Association (AITA
Organizer and Promoter	IMG Reliance

Top Sponsors till date

1. Mc Dowells
2. Gold Flake
3. Tata
4. Aircel
5. Tamil Nadu Government
6. Indian Bank
7. United India Insurance
8. Indian Overseas bank
9. Murugappa Group



Indian Super League

Like most parts of the world, football is immensely popular in India. A study by TAM Media Research revealed that the football audience in India increased by 67% between 2005 and 2009. Another survey by Nielsen reinforced the findings of TAM Media Research by stating that 47% of India's 1.2 billion population described them as football fans.

A number of initiatives were taken by the major stakeholders of Indian football during the last twenty years to enhance the popularity of football being played in the country. The most comprehensive step was the introduction of the National Football League in 1996. The league was transformed to I-League in 2007 with an objective of professionalizing the domestic set-up of football in India. Similarly Indian Super League has also been launched in 2014. These initiatives at the national levels are addition to various football business opportunities taken at states and academy levels.

Indian Super League

The Indian Super League (ISL) is the new franchise based league which is the brainchild of IMG-Reliance, the marketing partner of AIFF. The first edition of the league is set to start in October 2014 and finish in December 2014. The ISL is designed in the lines of Indian Premier League and Major League Soccer.

There will be eight franchises in the inaugural season of the ISL and each franchise will field one major marquee player. A complete list of franchises, along with their owners and home stadiums, are given below.

Franchises of ISL and their owners and home stadiums

Name of the Franchise	City, State	Owners	Home Stadium	Capacity of the Home Stadium
Atlético de Kolkata	Kolkata, West Bengal	Sourav Ganguly, Harshavardhan Neotia, Sanjiv Goenka, Utsav Parekh and Atletico Madrid	Salt Lake Stadium	120,000
Chennai Titans	Chennai, Tamil Nadu	Abhishek Bachchan, Inter Milan and Prashant Agarwal	Jawaharlal Nehru Stadium, Chennai	40,000
FC Goa	Goa	Venugopal Dhoot, Dattaraj Salgaocar and Shrinivas Dempo	Fatorda Stadium	22,000
North East United FC	Guwahati, Assam	John Abraham and Shillong Lajong	Indira Gandhi Athletic Stadium	35,000
Kerala Blasters FC	Kochi, Kerala	Sachin Tendulkar and Prasad V Potluri	Jawaharlal Nehru Stadium	75,000
Mumbai City FC	Mumbai, Maharashtra	Ranbir Kapoor and Bimal Parekh	DY Patil Stadium	55,000
FC Pune City	Pune, Maharashtra	Salman Khan, Wadhawan Group and ACF Fiorentina	Shree Shiv Chhatrapati Sports Complex	22,000
Delhi Dynamos Football Club	New Delhi, Delhi	DEN Networks	Jawaharlal Nehru Stadium	60,000

The reserve price for each city, except Kolkata, is INR 12 crores (USD 1,987,926) per year for a period of 10 years. For Kolkata, this amount is Rs. 18 crores (USD 2,980,746) per year. Each franchise must spend Rs. 2 crores (USD 331,358) for developing football at the grassroots level in the first year. According to a media release published by IMG-Reliance, the franchises are expected to invest in infrastructure, grassroots development, including own football academies.

The ISL will certainly have a positive impact on Indian football. It will provide Indian football fans the opportunity to witness some of the worlds best on home soil, inject much needed energy into the domestic game, improve football infrastructure and raise the commercial value of the sport in the country.

Furthermore, it will provide Indian youth with a new crop of domestic and global superstars who they can one day hope to emulate.

The Indian Super League was officially launched on 21 October 2013 by IMG-Reliance, Star Sports, and the AIFF. Each franchise has been bought for a period of ten years at a cost ranging from **Rs 130 cr-160 cr**. Although financials are confidential, the central pool of the ISL is expected to be in the **$ 10-15 million** per year range. To boost revenues, franchises have the right to independently procure team sponsors, and the rights to merchandising.

In early April 2014, the winning bidders were announced. The selected cities/ states are as follows: Chennai, Delhi. Goa, Guwahati, Kochi, Kolkata, Mumbai and Pune.

Team Name	Partners	Owners	Marque Player / Country	Investment Amt. in INR crores
Atletico de Kolkata	Atletico Madrid, Spain	Saurav Ganguly, Hrash vardhan Neotia, Utsav Parekh and Sanjeev Goenka	Luis Garcia, Spain	18
Chennaiyin Football Club	Inter Milan, Italy and Kshatriya Sports (Technical Partner)	Vita Dani, Bollywood actor Abhishek Bachchan and Indian cricket team Captain Mahendra Singh Dhoni.	Elano Blumer (Brazil)	13-15
Delhi Dynamos	Club Feyenoord	Den Networks	Alessandro Del Piero (Italy	12-15
FCGoa		VenugopalDhoot (Videocon), DattarajSalgaocar (Salgaocar Group) and Srinivas Dempo (Dempo & CO.)	Robert Pires (France)	12-15
FC Pune City	ACF Fiorentina	Wadhawan Group and Hrithik Roshan	David Trezguet (France)	12-15
Kerala Blaster FC		Sachin Tendulkar and Prasad V. Potluri (PVP Ventures)	DavidJames (England)	12-15
Mumbai City FC:		Ranbir Kapoor and Bimal Parekh	Fredrik Ljungberg (Sweden)	12-15
NorthEast United		John Abraham and Shillong Lajong	Joan Capdevila (Spain)	12-15



Player Auction

Former PSG and Hull City right-back Bernard Mendy and ex-Sporting Gijon right-back Gregory Arnolin are the most expensive players for the international player's draft, valued at $**80,000 (approximate Rs 48.5 lakh).** That is significantly less than what the top-grossing Indian footballers are valued at for the three-month tournament.

Subrata Pal, Syed Rahim (both Mumbai City FC) and Gouramangi Singh (picked up by the now-defunct Bangalore franchise) were costliest in the domestic players draft, priced at Rs 80 lakh (with an additional 33% loan fee).

In fact, the top seven Indian players are more expensive than the highest paid foreigners, with the likes of Sanju Pradhan, Nirmal Chetri **(both Rs 70 lakh),** Lenny Rodrigues and Francis Fernandes **(both Rs 55 lakh)** earning more than Mendy and Arnolin.

Twelve players, including Greek centre-back Ilias Pollalis, who plays for third tier Greek club Glyfada FC, Brazilian midfielder Guilherme Felipe de Castro and Eduardo Silva of Spain, feature in the lowest wage bracket of **$38,790.**

Former Newcastle United striker Michael Chopra, who'll pocket $58,185 for the three-month tournament, is the most recognizable name in the list.

Sponsorship:

Title Sponsor	Hero
Associate Sponsor	Maruti Suzuki and Samsung Galaxy
Principal Sponsor	- Ozone Group
Official Partner	Amul, Puma, The Muthoot Group, Pepsi and Nise Gel
Media Coverage	Star Sports
Social Media Partner	Facebook, Twitter and Google Plus
Strategic Partner	English Premier League



I-League

In February 1996, a semi-professional National Football League was launched in the next year with eight teams. Philips was the sponsor of the inaugural edition. In 2007, the National Football League was transformed to the I-League with an objective of professionalizing the structure of the league and the clubs participating in it. The inaugural edition of the I-League comprised of eight teams from the National Football League and two teams promoted from the former division two. The first I-League was sponsored by the ONGC, which was also the sponsor of the previous edition of the National Football League. All matches of the inaugural edition of the I-League were shown live on Zee Sports which helped in promoting the league. I-League provided the clubs an opportunity to register four foreign players of which three could play in a match.

The incentives, which are offered to the clubs participating in the I-League, are mentioned below:

I. To ensure greater attendance and to increase the gate revenue of the clubs, after deducting the stadium hire charges, 90% of the gate collection is retained by the clubs. Therefore, the clubs are responsible for marketing the matches and selling tickets.

II. The prize money for the Winners was increased to INR 70 lakhs (USD 115,854), while for the Runners-up, the amount was increased to INR 40 lakhs (USD 66,231). For the third placed team, this amount was increased to INR 25 lakhs (USD 41,413)

III. The winners of the matches of I-League receive INR 35000 (USD 579) which is INR. 5,000 (USD 82) more than the previous amount.

Sponsorship in I- League	The Oil and Natural Gas Corporation Limited (ONGC) was the sponsor of the I-League from 2007 to 2011. However, the league was organized without a sponsor between 2011 and 2013. The 2013-2014 Season of the I-League was sponsored by Bharti Airtel. The sponsorship amount, given by the Airtel, had not been disclosed. However, according to the media reports, it was more than what ONGC used to pay during their sponsorship, which was approximately INR 7 crores (USD 1,159, 166) for one year. The All India Football Federation signed a fifteen-year deal with IMG- Reliance, a joint venture between IMG and Reliance Industries, on 9th December 2010. The deal amount for this period is INR 7 billion (USD 115,815,210). The deal reportedly awarded the IMG- Reliance all commercial rights of football in India which include sponsorship, broadcasting, advertising, merchandizing, film, data, video, franchising, new league rights and intellectual properties. The sponsorship of Airtel was a result of this agreement. IMG-Reliance, in cooperation with the AIFF, is committed to radically restructure, improve, popularize, commercialize and promote the game of football in India.
TV Coverage in I-League	Television plays a crucial role in promoting a league. It not only attracts the viewer's towards the league matches, but also generates revenue for the organizers. In 2007, a radical decision was made by the AIFF by giving the broadcasting rights of the I-League to Zee Sports. However, this ten-year deal was terminated in 2010, which means that the 2010-2011 season was held without a national level broadcaster. The home matches of East Bengal, Mohun Bagan and United Sports Club were shown in a local Kolkata-based TV channel. On 30th September 2011, it was announced that the IMG-Reliance signed a deal with News Time Bangla and News Time Assam to show seventy five I-League matches live on TV in Bengal

	and North Eastern India. On 4th October 2011, it was further announced that the IMG-Reliance signed a deal with Ten Sports to broadcast nationally the matches of I-League for the season 2011-2012. AIFF and their marketing partner were successful in getting regional broadcasters for showing the matches of season 2011-2012. A three-year broadcasting deal with Ten Sports was announced on 1st October 2012. As a part of this agreement, the I-League matches of 2012-2013 and 2013-2014 were shown on Ten Action. On 7th November 2012, it was announced that the IMG- Reliance, the marketing partner of AIFF, secured a deal with the internet streaming website 'iStream' to upload the I-League matches from Ten Sports so that the fans could watch them directly from any part of the world. It was further announced that seventy five matches would be uploaded for viewing online.
New Trend: Franchise System	On 15th January 2013, it was officially announced by the AIFF that the Federation would accept bids from the interested corporate groups for two new clubs which would get direct entry in the 2013-2014 I-League. These clubs should also demonstrate their commitment in setting up or upgrading infrastructural facilities. The Federation received good initial response from 30 companies which included Sahara Group, GMR, Pune-based Venky's, Dubai- based Dodsal Group, steel giant Jindal and Hero Motocorp. On 23rd March 2013, it was announced that the JSW Group won the franchise rights to create a club based in Bangalore which got a direct entry in the 2013-2014 season. The name of the team is Bengaluru Football Club. The team emerged as the winner of their first ever I-League in 2013-2014. It was indeed a great achievement by the team and it motivates the Federation to introduce more such teams into the league which will make the league more competitive.

Indian Badminton League (IBL)

Indian Badminton League (IBL):

- A franchise league commercially managed Sporty Solutionz as commercial partners.
- With the brand value of US$1 million Indian Badminton League is the richest badminton league in the world
- 6 franchises representing the Indian cities of Delhi, Mumbai, Banglore, Pune, Hyderabad and Lucknow.
- Player auctions were held in Delhi and the Hyderabad Hotshots bid of $120,000 for player.
- SainaNehwal was the highest paid female shuttler.
- Second highest paid shuttler overall in the tournament behind World No. 1 Lee Chong Wei of Malaysia with a bid of $135,000 by Mumbai Masters.

Teams Name:-

1. **Awadhe Warriors,** Lucknow, (UP)is a badminton team owned by Sahara Adventure Sports Limited a group company of Sahara India for the Indian Badminton League The team's home ground is Babu Banarasi Das U.P. Badminton Academy, Lucknow. The team is captained by Indian badminton player P.V. Sindhu.

   Awadhe Warriors has La Martieniere Boy's School, Lucknowas its school partner

2. **Banga Beats** is a franchise badminton team representing Bengaluru in the Indian Badminton League (IBL). The team is one of the six founding members of IBL in 2013. The franchise is owned by conglomereate BOP group. The primary home ground of the Banga Beats is the Kanteerava Indoor Stadium, Bengaluru. The team is captained by Indian badminton player, Parupalli Kashyap, and coached by U. Vimal Kumar.

   Chief Coach of the Bengaluru outfit of the Indian Badminton League. In the auction held in August, the team bought the players Carolina Marin, Carsten Mogensen and P. Kashyap amongst others

   Kashyap was purchased for USD 75000. Cartsen Morgensen was offered a

place after one of their previous doubles players expressed concern about his fitness. Cartsen Morgensen happily accepted the offer and bagged a salary of $50000. Other players include Honkong badminton player Hu Yun, Indian players Aditya Prakash, Arvind Bhat, S. Daniel Farid, Akshay Dewalkar, J. Meghana and Aparna Balan

3. **Krrish Delhi Smashers** is a badminton franchise owned by Krrish Group for the Indian Badminton League. The team's home ground is DDA Badminton and Squash Stadium in Delhi. The team is captained by Jwala Gutta
4. **Hyderabad Hotshots** is the badminton franchise team representing the city of Hyderabad in the Indian Badminton League (IBL). The team is one of the six franchises in the inaugural IBL 2013. The franchise is owned by Andhra Pradesh's multi business group PVP Ventures.The primary home ground of Hyderabad Hotshots is Gachibowli Indoor Stadium in Hyderabad. Hyderabad Hotshots is currently captained by Indian shuttler Saina Nehwal and coached by Rajendra.
5. **Mumbai Masters** is a badminton team owned by Sunil Gavaskar, Akkineni Nagarjuna and V. Chamundeshwarnath for the Indian Badminton League. The team's home ground is National Sports Club of India in Mumbai. The team is captained by two-time Olympic silver medalist and World No. 1, Lee Chong Wei from Malaysia. Lee was the highest paid player in the tournament with a bid of 135000 US Dollars by Mumbai Masters during the auction.
6. **Pune Pistons** is a badminton franchise owned by Mohit Burman (Dabur Group) & Savan Daru for the Indian Badminton League. The team's home ground is Shree Shiv Chhatrapati Sports Complex in Pune. The team is captained by Ashwini Ponnappa

Teams	Total money spent on player salary
Awadhe Warriors	$298500
Banga Beats	$269500
Krrish Delhi Smashers	$274000
Hyderabad Hotshots	$276000
Mumbai Masters	$272500
Pune Pistons	$271000
Total	**$1661500**

Broadcast Right

STAR Sports India has bagged the Indian broadcasting rights for the fortnight-long tournament and Fox Sports for Hong Kong.

Title Sponsor: Telecom major Vodafone India as the title sponsor of the USD one million of the First edition of Indian Badminton League.

Sporty Solutionz, which concluded the tournament with a loss of Rs 25 crore. "The total expenditure on the event was Rs 85 crore and they have been able to generate about 65-70% of that as revenues and the rest is loss,The revenues include sponsorship fees from title sponsors Vodafone, media rights - 25 crore, merchandise sales, gate collections and a fee of Rs 3.5 crore each from the six franchises.

Source; - Ashish Chadha, the owner of Sporty Solutionz.



Hockey India League

Hockey India League (HIL) is a professional league for field hockey competition in India organised by Hockey India.

The tournament was originally contested in the first season among five franchisee-based teams (originally planned as six) consisting of players from India and around the world. The event takes place on home and away basis culminating into multi-header playoffs. The International Hockey Federation (FIH) has sanctioned the event and also provides a 30-day window at the beginning of a year so that all top players can participate. It is currently sponsored by Hero MotoCorp, and is therefore officially known as Hero Hockey India League or HHIL

Franchises:

First season:

- Five city-based franchises on home and away basis.
- The six franchises spent USD 1.37 million to buy 49 players
- Countries' Player from Australia, New Zealand, Spain, Argentina, Ireland, England, South Africa and India.

Second season:

- Wibe played among six teams.
- Sixth franchise- Kalinga Lancers, owned by Industrial Infrastructure Development Corporation of Odisha (IDCO) and Mahanadi Coalfields Ltd. (MCL)

Teams

1. Delhi Waverides (DW)

- Franchise based in Delhi.
- It is owned by The Wave Group.
- Amount paid of $78,000 (INR42.5 lacs) for Sardar Singh in the auction, making him the highest-paid Indian player of the league.

- John Abraham is the co-owner of Delhi Waverider. He owns 13% share of the team

2. Kalinga Lancers (KL)

- Franchise based in Bhubaneswar, Odisha
- Jointly owned by Odisha Industrial Infrastructure Development Corporation (IDCO) and Mahanadi Coalfield Limited (MCL).
- Former Australian striker Terry Walsh is the head coach of the team while former Indian captain DilipTirkey is the chief mentor and advisor of the team

3. Mumbai Magicians (MM)

- Franchise based in Mumbai, Maharashtra.
- Owned by Dabur India Ltd.
- Australian coach Ric Charlesworth serves as the head coach for the team\

4. Jaypee Punjab Warriors (PW)

- Franchise based in Jalandhar, Punjab.
- Owned by Jaypee Group.
- Former Australian coach Barry Dancer serves as the head coach for the team while former India player Zafar Iqbal has been taken on board as an advisor. Former India captains Jagbir Singh and Mohammed Riaz are also part of the coaching staff. Jagbir Singh is the manager of the team. Jamie Dwyer is the captain of the team.

5. Ranchi Rhinos / "Ranchi Rays" (RR)

- Franchise based in Ranchi, Jharkhand.
- The new Ranchi franchise will be known as 'Ranchi Rays' from third edition of HHIL
- Mahendra Singh Dhoni is the principal owner of the new Ranchi franchise
- Sahara are expected to provide logistical support to the team.
- South African Gregg Clark is the head coach for the team assisted by Olympian Baljit Singh Saini. German midfielder, two time Olympic champion, Moritz Fürste is the captain of the team.

6. Uttar Pradesh Wizards (UPW)

- Franchise based in Lucknow, Uttar Pradesh.
- Owned by Sahara India Pariwar.
- Former Dutch coach Roelant Oltmans serves as coach for the team and former Indian captain Dhanraj Pillay acts as the technical director of the team

A mini-auction:

An auction was held on November 22, 2013, featuring nearly 154 players from India and around the world, out of which 49 were bought. The base prices for the players varied from USD 2,600 to USD 25,000

Sponsorship

- Hero MotoCorp, for the title sponsor of the tournament, making it the Hero Hockey India League
- Bharti Airtel, as the associate sponsor for the event.
- Yes Bank, a private bank in India, signed multi-year deal with HIL in November 2013.
- Broadcast Partner- Star Sports
- Apparel Partner - Shiv Naresh

Broadcasting rights

ESPN Star Sports (ESS) entered into a multi-year agreement for broadcast of the Hockey India League. As per the agreement with Hockey India, it gives the broadcaster rights to all international hockey test matches featuring the Indian team played in India. ESS also has rights for global broadcast of at least five of these matches. Financial terms of the deal were not given.

Star Sports:- India and worldwide online streaming

Sky Sports:- New Zealand

Fox Sports:- Australia

Ten Sports:- Pakistan, South East Asia. Middle East and North Africa

OSN:- Middle East and North Africa

Super Sport:- South Africa

One World Sport:- United States and Canada



The Pro Kabaddi League (PKL)

The Pro Kabaddi League (PKL) is a professional kabaddi league in India, based on the format of the Indian Premier League. The first edition of the tournament started in July 2014 with eight franchises consisting of players from around the world.

Franchises:

1.Bengal Warriors

- Team based in Kolkata, West Bengal.
- Currently led by NileshShinde and coached by Raj Narain Sharma.
- Owned by Future Group.
- Team Owner: - Future Group Big Bazaar
- Ticketing Part6ners: - KYAZOONGA
- Outdoor Partners: - Pioneer
- Travel Partner: - Uniglobe
- Health Partner: -Peerlesss Hospital
- Sponsors: - China's, Future Generali, Milestone and Tasty Treat

2 Bengaluru Bulls

- Team based in Bangalore, Karnataka.
- Currently led by ManjitChillar, and coached by Randhir Singh.
- Owned by Kosmik Global Media. Team Partner: - Golden Harvest

- Charity Partner: - GoSports Foundation
- Radio Partner: - Fever 104FM

3.Dabang Delhi

- Team based in New Delhi, Delhi.
- Currently led by Jasmer Singh, and coached by Arjun Singh. The team is owned by Radha Kapoor.
- Owner: - Do it Sports Management

4.Jaipur Pink Panthers

- Team based in Jaipur, Rajasthan. \
- Currently led by NavneetGautam, and coached by KasinathanBaskaran. It is owned by actor Abhishek Bachchan.
- Pink Panthers became the first ever team to win the Star Sports Pro Kabaddi title against U Mumba in 2014.

5.Patna Pirates

- Team based in Patna, Bihar.
- Currently led by Rakesh Kumar, cost the highest bid of 12.8lakhs
- Owned by Rajesh Shah

6.Puneri Paltan

- Team based in Pune, Maharashtra.
- Currently led by Wazir Singh, and coached by Ramphal Kaushik.
- Owned by Insurekot Sports.

7.Telugu Titans:

- Team based in Vizag, Andhra Pradesh.
- Currently led by Rajaguru Subramanian, and coached by J Udayakumar.

- Owned by Veera Sports constituting entrepreneurs SriniSreeramaneni of Core Green Group, Mahesh Kolli of Greenko Group and GauthamNedurumalli of NED Group.

8.U Mumba

- Team based in Mumbai, Maharashtra.
- Currently led by Anup Kumar, and coached by Ravi Shetty.
- Owned by Ronnie Screwvala, Unilazer Sports.

Broadcasting Rights:-

- Star Sports TV channel was named as the official broadcaster in May 2014 with the online rights going to Starsports.com

Player Auction:

- India's national kabaddi captain Rakesh Kumar was the priciest among the players bought for INR12.80 lakh by Patna franchise.
- Sports Authority of India's Deepak Nivas was bought by Vizag franchise for INR12.60 lakh.
- Mostafa Noudehi was the highest paid overseas player bought for INR6.6 lakh by Pune franchise, amongst players from Pakistan, Bangladesh, Sri Lanka, Nepal, Iran, Japan, the UK, Indonesia, South Korea, Oman, Taiwan, Kenya and Turkmenistan.

World Kabaddi League

World Kabaddi League -It is a professional Circle style Kabaddi League in India, USA, Canada, Pakistan and the United Kingdom. It is the first worldwide circle style kabaddi league. There will be 8 international teams that will play in 14 cities throughout 4 different countries. The World Kabaddi League will feature 144 international players with over ?15 crore in players' salaries.

Franchises and Teams

Club Name	Country	Host City	Owner
Khalsa Warriors	United Kingdom	London	Akshay Kumar
Yo Yo Tigers	Canada	Toronto, Ontario	Honey Singh
Vancouver Lions	Canada	Abbotsford, British Columbia,	Gurjit Singh Purewal
Punjab Thunder	Canada	Surrey, Brirish Columbia	Thind Properties and Rajat Bedi
Lahore Lions	Pakistan	Lahore, Punjab	Government of Punjab, Pakistan
United Singhs	United Kingdom	Birmingham	Sonakshi Sinha
California Eagles	United States	Stockton, California	Tut Group
Royal Kings	United States	Sacramento, California	Thiara Company

Sponsorships:
Title Sponsor:- WAVE Group
Official Partner:- Sonalika International
Clothing Partner:- Li Ning (company)

Broadcaster:
Sony SIX has signed on to broadcast the league in India. PTC Punjabi has signed on to broadcast the league around the world.

Estimation:
The organisers of World Kabaddi League said they targetRs 100 crore turnover in the first year and that team owners could break-even in its first edition itself.
Over all Indian sports Business is growing up and estimated business of US$10.657 Billion approximately in a year 2014. Which is good for the country and leverage revenue as well as employments.

Major Broadcaster in Indian Sports

S.No	Broadcaster	Broadcasting Rights	Investment at Present
1	Multi-Screen Media	The Pepsi IPL, UEFA EURO 2016, Qualifiers for EURO-2016, European Qualifier for 2018 FIFA World Cup, 2018 FIFA World Cup,TNA, THE Australian Open Tennis Championships, The NBA and The Ultimate Fighting Championships (UFC)	$3.2 billion
2	Star Sports India	ICC Events, International Premier Tennis League, FIH Event, Summer Olympic Games, Formula one, FIFA Confederation Cup, FIFA World Cup Qualifiers (AFC), AFC Champion Leagues, La Liga, Premier League, Seria A, FA Cup, ISL, Wimbledon etc.	$242Million

3	Taj Television Ltd TEN ACTION TEN CRICKET TEN SPORTS TEN GOLF	US Open, WTA, Chennai Open, FIH (Field Hockey), Tour de France, Athletics World Championship, Asian Games, Commonwealth Games. TEN SPORTS also telecast ATP, Moto GP, EFLI (American Football), Rallying, Horse Racing and Beach Volleyball events,UEFA Champions League, UEFA Europa League, UEFA Super Cup, Spanish Super Cup, Copa Del Rey, I-League, Federation Cup, Coppa Italia, French League, Capital One Cup, Npower Championship, German Cup, Brazilian League and Major League Soccer and Golf	Ten Sports will invest a little over $100 million (RS. 600 crore) in the Indian sporting-related entertainment market, according to sources.
3	Nimbus Communications Limited NEO prime NEO sports	International Cricket in Bangladesh, Sultan Azlan Shah Cup, Copa America, Rugby World Cup, Bundesliga, UEFA Women's Championship, Davis Cup	$2 million

Summary of League

Name	Indian Premier League (IPL)	Chennai Open	Indian Super League (ISL)	Indian Badminton League (IBL)	Hockey India League (HIL)	The Pro Kabadd League (PKL)	Elite Football League of India (EFLI)	International premier Tennis League (IPTL)	World Kabaddi League (WKL):
Sport	Cricket	Tennis	Football	Badminton	Hockey	Kabaddi	American Football	Tennis	Kabaddi
Promoters/ Founders	BCCI	TNTA	AIFF	BAI	Hockey India	IKF	EFLI	AITA	IKF
No. of Franchises	8		8	6	6	8	8	4	8
Prize Money	USD 5.08 Million	USD 450,000	USD 1.06 Million	USD 1 Million	USD 1 Million	USD 0.1 Million	-	USD 1 Million	-



Upcoming Investment in Sports

Department of Sports Upcoming Sports Academies

In order to bring some spotlight on sports, the government has taken a few initiatives like setting up of sports academies and university, earmarking funds for training sportsmen, upgrading the stadia in India. Government of India is opening a 70 Sports Academies in coming 10 years in 18 sports discipline.

Government of India will spent **RS. 90 Cr. (Approx.)** per academy. Academies with international level facilities for training of athletes and for nurturing best talent in the country at junior and sub-junior level. Each academy will have one discipline of sports so they can concentrate on one sport only.

It is estimated, for these academies we need trained**1600 L1 Coaches,800 L2 Coaches** and **about 160 L3 Coaches.** These requirements are in addition to Physiotherapist, Sports Medicine, Sports Science, Skill Development and other administrative staff.

Central Government budget for various Programmes:

The allocation for the sports and youth affairs ministry for 2014-2015 saw a rise of **Rs. 561.24 crore,** a 46.5 % hike from the last fiscal with the government.

The proposals in the budget include **Rs 200 crore** for upgrading sports stadiums in Jammu & Kashmir, **Rs 100 crore** on a sports university in Manipur.

Government of India will also start an annual event to promote sports in the Himalayan region and would invite countries such as Nepal and Bhutan also to participate in addition to the Indian states such as J&K, Uttarakhand, Himachal Pradesh, Sikkim and the North Eastern States.

The government is also considering to upgrade the existing sports infrastructure, such as stadiums and grounds in the country.

Amount	Purpose
RS. 200 Crore	**Development of Indian Sports:** Focus on development if sports infrastructure in J&K.
RS. 100 Crore	Set up Sports University in Manipur.
RS. 100 Crore	Fund training for athletes participated in CWG and in ASIAN Games, 2014
Total: - RS.400 Crore	

Government of India allocated RS. 405 Crore to SAI (Sports Authority of India) in 2014 VS RS. 320 Crore in 2013.

Government also allocated RS. 12 Crore to National Anti-Doping Agency in 2014 VS RS. 8 Crore 2013 for up gradation for NADA.

Sports for Sector Skill Council:

According to FICCI proposal on setting up of Sports, Physical Education, Fitness & Leisure Skill Council, India would need around 43 million experts by 2022. These requirements cannot be fulfilled without the participation of all stakeholders. This will create huge business opportunity around Sports related activities. Conducting comprehensive mapping of experts and infrastructure, building standards, evaluation criteria and accreditation system in addition to continuous up gradation of technology to ensure quality will provide huge opportunity for public private partnership.

Business around Sports Science & technology, Sports Medicine, Sports Broadcasting, Sports Management, Sports Facilities and Maintenance, Sports Events and Sports Education are some of the areas which are coming up near future.

Business/ Investment Opportunities;

Owning the rights of the properties of the National Federation	A unique way to participation in sports business in any country is to partner with the national federation and to acquire the rights of its properties for a specific period of time. For example IMG-Reliance, signed a fifteen-year deal with the AIFF to invest in various football properties governed by them. This agreement grants IMG-Reliance all commercial rights of Indian football including media, sponsorship and advertising, licensing and merchandising, franchise, new league and any other commercial rights attached to these properties. IMG-Reliance acquired these rights of Indian football for fifteen years at an approximate sum of INR 700 crores (USD 115,815,210).
Owning an Academy Owning a Club	Sports academies play a crucial role in selecting and nurturing talent for the future. In India, a number of academies were set up by the corporate bodies as a part of their Corporate Social Responsibility (CSR) initiatives. Clubs are essential elements for making the environment of sports popular and sustainable. Usually, the world of sports is divided by thefans of different clubs. It is the dream of every fan to be associated with his/her club as the owner, but not everybody can pursue this dream. Ownership of a sports club also a may not be a 'rich man's game.', even if we consider the clubs in the second or the third divisions. In India, sports clubs are owned by the corporate groups, public sector undertakings, government companies etc. For example, The Dempo Sports Club, East Bengal and Bengaluru FC etc

Sponsorship Opportunities

Today, sponsorship is the lifeblood of any sporting activity. It is to support an individual or a group of individuals or an event or an organization or any other entity either financially or through the provision of goods and services to achieve some objectives. The application of modern managerial tools and techniques has made a radical change in the production and consumption of sports in modern era and sponsorship becomes an important element in this change. Sponsorship is essential for making sports viable, doable and feasible.

Sports League at various level, due to their increasing popularity, have already attracted a number of corporate groups, public sector undertakings for supporting its teams, leagues and clubs.

If we take example from Football, Panasonic, the electronic giant, signed a three-year agreement with the AIFF in 2010 to improve the game in this country by promoting a culture of football among the youth of India. The technology giant invested a sum of INR 4.7 crores (USD 778,660) per year as a part of this three-year deal. The agreement was made to support the preparation of the national team. The success of this deal was manifold, which included the shooting of a TV commercial involving the top players of the national team for the first time, along with a print advertisement. With this initiative, Panasonic became one of the first few multi-national corporations to establish their brand in a non-cricket sport.

Airtel, the Indian multinational telecommunications services company, was roped in by the AIFF and its commercial partner, IMG-Reliance, to sponsor the 2013-2014 season of the I-League.

The Oil and Natural Gas Corporation Ltd. (ONGC), the Indian multinational Oil and Gas Company and a Public Sector

Sponsorship Opportunities

Undertaking, supported the I-League and the previous National Football League between 2004 and 2009-2010. Besides the I-League, ONGC also sponsored the two editions of the Nehru Cup, an international football tournament, in 2007 and 2009. The support of ONGC was reflected in the performance of the national team which won the Nehru Cup in 2007 and 2009 and the Asia Cup in 2011. ONGC paid the AIFF a sum of INR 30.5 crores (USD 5,053,,014) for sponsoring India's top division league for a period of 6 years.

A tournament, which is organized by the national federation or by the state associations or by the clubs, can be sponsored by the corporate groups to achieve their commercial or social objectives. One such example is the association of Coca Cola with the AIFF's U-16 National Championship, Mir Iqbal Hussain Trophy. With this initiative, Coca Cola supports AIFF in providing a platform to the potential superstars of Indian football to showcase their prowess in football. Besides Mir Iqbal Hussain Trophy, Coca Cola also supports the Elliot Shield which is organized to identify and promote football talents across the country. The total investment, made by Coca Cola, in sponsoring the Mir Iqbal Hussain Trophy for a period of three years is approximately INR 2.75 crores (USD 455,370).

Shillong Lajong FC, one of the fastest growing football clubs in India, is supported by Aircel, the seventh largest mobile service provider of India. Aircel is committed to the goal of improving Indian football in the international standard and Shillong Lajong, which encourages the participation of young talents in football, is a vehicle to achieve this purpose. Moreover, both Shillong Lajong and Aircel have their prominence in the north-eastern part of India. The future plans of AIrcel with Indian football and especially with Shillong Lajong include organizing youth football

	tournaments in the north-eastern region, developing a mobile application to provide accurate updates of the performance of the team to its fans and initiating various fan developmental and community developmental initiatives. The three-year deal between Aircel and Shillong Lajong is approximately worth of INR 3 crores.
Owning a Tournament Managing the Players, Clubs and Coaches	The less expensive way to associate with sports is to own a tournament than owning a club or an academy. There are various tournaments which are organized by the national and state federation or other major stakeholders of sports in a country. These tournaments follow the guidelines laid down by the national federation. The corporate groups, on the other hand, may also introduce their own tournaments or various other programmes which may be organized as per their own rules. One such example is the scouting programme conducted by the Adidas India, in partnership with Audi and FC Bayern Munich. Similarly starting Various Marathon runs are also getting famous. A sports agent plays an important role in managing the legal and commercial aspects of a player or a club. They are responsible for communicating with the team owners, coaches, club managers, commercial partners on behalf of their clients. The concept of players' agent is becoming popular in India where an individual agent or an organization is given the responsibility to represent a player or a coach or a club to various stakeholders relating to upcoming sports celebrities'. These agents not only represent Indian these players and coaches, but also look after the employment and endorsement contracts of a large number of foreign players who play in India.

New leagues

There are huge opportunities in starting and organizing sports leagues in various sports. These leagues may be at various levels like National, State, District or so on. Following are some of the new leagues, which are coming up:

- **International premier Tennis League** in tennis. It will be held across four cities: Manila, Dubai, Delhi and Singapore. The tournament was the brainchild of Mahesh Bhupathi (MD) and is styled on the Indian Premier League.
- **Elite Football League of India:** -The Elite Football League of India (EFLI) is a professional American football league based in India. Founded in 2011, the league is currently contested between eight franchises, six of which are based in India while the other two are currently based in Pakistan and Sri Lanka respectively.



NOTES