# TURF 2025 -15th Global Summit on Business of Sports

**Conference | Awards | Exhibition**

**November 21, 2025, FICCI, New Delhi**

**THEME: INDIAN SPORTS – FORGING THE PATH TO GLOBAL EXCELLENCE**

| Time | Programme |
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| 09:30 – 10:30 hrs | Registration & Tea/Coffee |
| 10:30 - 11:45 hrs | **INAUGURAL SESSION** |
| 10:30 - 10:35 hrs | Welcome & Setting the Context by<br>**P.K.S.V Sagar**, Chairman, FICCI Sports Committee & President, GMR Sports |
| 10:35 – 10:40 hrs | Address by<br>**Sanjay Adesara**, Co-Chair, FICCI Sports Committee & Chief Business Officer, Adani Sportsline |
| 10:40 - 10:45 hrs | • Launch of FICCI Knowledge Report, **Sporting India Rising**<br>• Launch of Knowledge Report by IHC, **Strategy for Sports Collaboration between India & Australia** |
| 10:45 – 10:50 hrs | Address by<br>**P.T. Usha**, President - Indian Olympic Association |

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| 10:50 - 10:55 hrs | Address by<br>**Himanshu Gupta**, Secretary, CBSE & NCERT, Government of India |
| 10:55 – 11:00 hrs | Partner State Address by<br>**Atulya Mishra**, Additional Chief Secretary, Youth Welfare & Sports Development Department, Government of Tamil Nadu |
| 11:00 – 11.10 hrs | Special Address by<br>**Hari Ranjan Rao**, Secretary, Department of Sports, Ministry of Youth Affairs & Sports, Government of India |
| 11:10 – 11.20 hrs | Guest of Honor Address by<br>**Nand Gopal Gupta,** Hon'ble Cabinet Minister for Industrial Development, Export Promotion, NRI, and Investment Promotion, Government of Uttar Pradesh |
| 11.20 – 11.30 hrs | Special Address by<br>**H.E. Gopal Baglay,** High Commissioner of India to Australia |
| 11.30 – 11.40 hrs | Partner Country Address by<br>**H.E. Philip Green,** Australia's High Commissioner to India |
| 11:40 - 11:45 hrs | Vote of Thanks<br>**Amit Bhalla**, Co-Chair, FICCI Sports Committee & Vice President, Manav Rachna Educational Institutions |
| | Moderated By<br>**Neha Mathur Rastogi**, Founder, WordsWork Communications Consulting |
| 11:45 - 12:45 hrs | **Plenary Session 1: A global vision for Indian sports**<br>Making India ready to take to the global stage as a winning nation as well as host critical global sporting events here in our country. What will it take. While learning from experts, this session will bring together stakeholders across governance and the private sector to chart the path to build a global presence for Indian sports. |

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| | **Moderator: Charu Sharma**, Voice of Indian Sports & Co Founder, Pro Kabaddi League<br>**Panelists:**<br>• **Hari Ranjan Rao**, Secretary, Department of Sports, Ministry of Youth Affairs & Sports, Government of India<br>• **Sanjay Adesara**, Co-Chair, FICCI Sports Committee & Chief Business Officer, Adani Sportsline<br>• **Gagan Narang**, Olympian & Vice President, Indian Olympic Association<br>• **Suma Shirur,** Olympian, Arjuna & Dronacharya Awardee & Member, Indian Olympic Association, Gender Equality Committee<br>• **Sukhvinder Singh,** Head of Sports- JK Cement |
| 12.45 – 13.45 hrs | **Plenary Session 2: Pitching Partnerships: India–Australia Synergies in Sports Development.**<br>This session brings together key stakeholders from both nations to explore shared ambitions, successful collaborations, and emerging opportunities in the sports ecosystem. The panel will also delve into how sports can strengthen bilateral ties, promote people-to-people engagement, and open new avenues for trade, investment, and talent exchange in the global sports industry.<br>**Moderator: Molina Asthana,** Founder Multicultural Women in Sport & Chair of AFLSE Regional Council & Handball Victoria, Australia<br>**Panelists:**<br>• **Shri Kunal,** Joint Secretary, Department of Sports, Ministry of Youth Affairs & Sports, Government of India<br>• **Roshena Campbell,** Deputy Lord Mayor, Melbourne, Australia |

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| | • **David Gallop,** Chair of Venues, NSW, Australia<br>• **Neil Maxwell,** Veteran Sports Executive & Former First-Class Cricketer, Australia<br>• **Navneet Saini**, Founder & CEO,3rd-Eye.Tv |
| 13:45 – 14:30 hrs | **Lunch** |
| | **Parallel sessions** |
| 14:30 – 15:30 hrs | **Plenary Session 3:** Main Hall (3rd Floor)<br>**Catalyzing India's Sporting Economy: Infrastructure, Investment, Manufacturing & Grassroot Development for a New Era**<br>This session will bring together senior policymakers and industry leaders to explore the transformational shift following the Government of India's decision to bring sports goods manufacturing under the Ministry of Sports. The discussion will go beyond manufacturing to examine how this move can catalyze broader growth in sports infrastructure, attract investments, boost grassroots development, and strengthen India's sporting culture. The panel will also spotlight Centre and state-level initiatives and the way forward for building a robust sports economy.<br><br>**Moderator: Kanishka Pandey**, Chair, FICCI Uttar Pradesh Sports Committee & Head of Sports Research, IMT Ghaziabad<br>**Panelists:**<br>• **Vineel Krishna,** Joint Secretary, Department of Sports, Ministry of Youth Affairs & Sports, Government of India<br>• **Sachin Ramchandra Jadhav,** Commissioner-cum-Secretary, Sports & Youth Services Department, Government of Odisha<br>• **Vijay Kiran Anand,** Secretary, Infrastructure & Industrial Development, |

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| | Government of Uttar Pradesh & CEO, Invest UP<br>• **J. Meghanatha Reddy**, Member Secretary, Sports Development Authority of Tamil Nadu<br>• **Pranav Kohli**, CEO, Stag International<br>• **Shubham Jain,** Phd Researcher, Faculty of Law, University of Cambridge, UK<br>• **Aazaz Khan,** Sports Director, Somaiya Vidyavihar University, Mumbai. |
| | **Break out session:** Conference Room (2nd Floor)<br>**Masterclass** on **Powering the Next Generation of Indian Sport Leaders: Building an Ecosystem for Success**<br>by<br>**Professor Pamm Phillips,** Director, Sport Management Programs<br>Deakin University, Melbourne, Australia |
| | **Plenary Session 4:** |
| 15:30-15:45 hrs | **Keynote Address by Lukas Dorda,** Associate Academic Director, Johan Cruyff Institute, Barcelona, Spain on **Driving Fan Engagement, Sponsorship Value & Brand Loyalty in the Modern Sports Ecosystem** |
| 15.45 – 16.00 hrs | **Tea / Coffee Break** |
| 16:00 – 17:00 hrs | **Plenary Session 5:** |
| | **The Business of Sports – Building sustainable IPs**<br>This session dives into the commercial dynamics of Indian and international sports. How can India develop long term sustainable sports IPs. What are the lessons to be learnt to bring commercial success and fandom for sports.<br>**Keynote Address: Vikram Banerjee,** Managing Director, The Hundred Cricket League, England & Wales Cricket Board<br>**Moderator: Nikhil Naz,** Consulting Editor, Sports, India Today<br>**Panelists:** |

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| | • **P.K.S.V Sagar**, Chairman, FICCI Sports Committee & President, GMR Sports<br>• **Rahul Bose,** Actor, Director & President, Rugby India<br>• **Preeti Jhangiani,** Actor, Producer, President People's Armwrestling Federation India, Vice-President Asian Armwrestling Federation<br>• **Yuvraaj Mahanarayaaman Rao Scindia**, President, Madhya Pradesh, Cricket Association |
| 17:00 – 17:30 hrs | **Plenary Session 6:** |
| | **What India Needs for Its Next Olympic Heroes**<br><br>**Keynote Address: Amrita Asrani,** Chief Marketing Officer, Amway India<br><br>Moderator: **Arshi Yasin,** Founder, The Bridge<br>Panelists:<br>• **Mirabai Chanu,** Olympian & Indian Weightlifter<br>• **Vijender Singh**, Olympian & Indian Professional Boxer<br>• **Neerav Tomar,** Managing Director, IOS Sports & Entertainment |
| 17:30 – 18:00 hrs | **Plenary Session 7:** |
| | **Fire side Chat**<br>Moderator: **Rica Roy**, Sports Journalist, NDTV<br>• **Jonty Rhodes,** Former Cricketer, South Africa National Cricket Team |
| 18:00 – 18:55 hrs | **India Sports Awards** |
| 18:55 – 19:00 hrs | **Closing Remarks by FICCI** |
| 19:00 hrs Onward | **Networking DINNER** |