



# TURF 2012

## 4<sup>th</sup> Global Sports Summit and India Sports Awards

India's Largest International Convention  
on Business of Sports

18-19 October, 2012  
New Delhi, India



[www.ficci.com](http://www.ficci.com)



# FICCI in Sports

FICCI is India's only chamber of commerce with a dedicated sports division and full time sports experts



*FICCI's vision is to facilitate and encourage development of Sport in India by, proactively, engaging with identified stake holders and getting them to commit resources for such development.*

**Aloke Malik**

*Chairman, FICCI Sports Committee*

*Managing Director, ESPN Star Sports (India)*

**In India, there will be 1.33 million new sports persons by 2017 who will require a staggering 0.3 Million support staff in Sports Sector.**

**A FICCI-Tanjun Associate Study**

## FICCI Sports a Snapshot

- National Knowledge Hub
- Promoting Public Private Partnership
- Broad basing
- Human Resource Development and Institution Capacity Building



# TURF 2012

## 4<sup>th</sup> Global Sports Summit

18-19 Oct, 2012

FICCI believes that sports development can take an accelerated growth path with more stakes of India Inc in the sector. There are plethoras of investment and growth opportunity in Sports sector. To facilitate the above FICCI has been organizing "TURF" since 3 years. Components of TURF 2012 are Conference, Exhibition and **Business to Business (B2B)** and Business to Government (**B2G**) Meetings.

## FICCI Sports Awards

18 Oct, 2012, 1830 hrs, Major Dhyan Chand National Stadium  
New Delhi, India

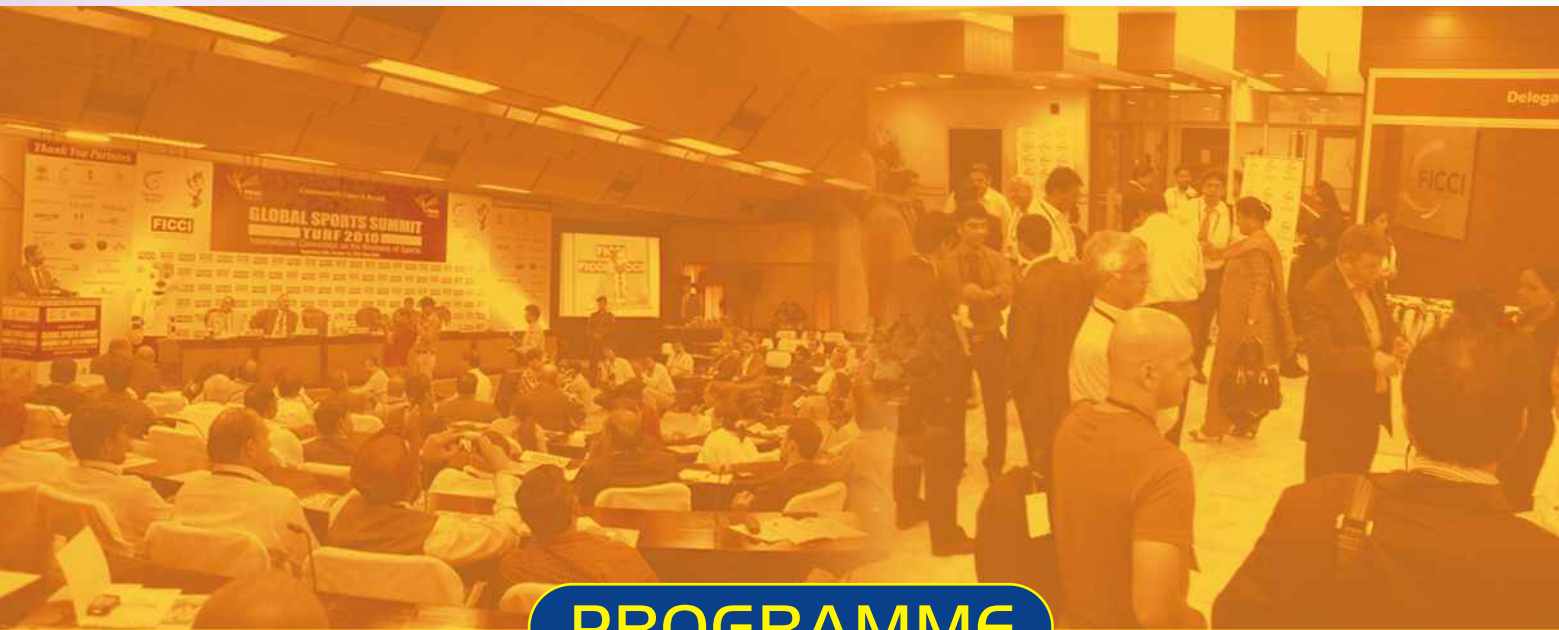
FICCI is focussed to nurture the contribution of sports to Indian economy. Sports awards felicitate the individuals and organizations who have led the way and brought glory to the nation. It is a unique initiative supported by Government of India and is a televised event with national media roll out.

## Participant profile

- International organizations/ Venture Capitalists seeking sports investment opportunities in India.
- Central and State government
- Sports Authority of India
- National and states Sports Federations
- Olympians and world record holders
- India Inc with serious stakes in sports
- Academicians/ Universities and students in sports and allied fields
- League and Club owners
- Sports Event and Celebrity Management Companies and Consultancies
- Infrastructure Developers
- Media Organizations

**US \$100 million** has moved in Indian economy during F1 in India and IPL is generating employment for more than 15000 people.





# PROGRAMME

## DAY I – 18 October, 2012

0900- 1000 hrs	<b>Registration</b>
1000-1100 hrs	<b>Inauguration</b>
1100-1130 hrs	Inauguration of Exhibition and Tea Coffee Break
1130-1300 hrs	<b>Panel Discussion I</b>  Commercialization of sports infrastructure: Driving revenue streams
1300-1400 hrs	<b>Lunch</b>
1400-1530 hrs	<b>Panel Discussion II</b>  Capacity Building: Bridging Demand-Supply Gap of Sports Experts
1530-1700 hrs	<b>Panel Discussion III</b>  Bollywood: Bringing Attitudinal Change
1700-1830 hrs	B2B and B2G Meetings
1830 hrs	FICCI Sports Awards

## DAY II – 19 October, 2012

0800-0930 hrs	<b>Breakfast Session: CEOs Session (Parallel Session I)</b>  Creating Properties in Sports: Private Initiatives
0800-0930 hrs	<b>Breakfast Session: CEOs Session (Parallel Session II)</b>  Creating Properties in Sports: Federations
1000-1130 hrs	<b>Panel Discussion IV</b>  Mission Rank 100: Myth or Reality?
1130-1145 hrs	<b>Tea-Coffee Break</b>
1145-1300 hrs	<b>Panel Discussion V</b>  Successful initiatives in Soccer and way forward
1300-1400 hrs	<b>Lunch</b>
1400-1515 hrs	<b>Panel Discussion VI</b>  Secret to success : Business Model
1515-1630 hrs	<b>Panel Discussion VII</b>  Secret to Success: Policy Initiatives

*(Tentative)*



## B2B & B2G Meetings

Connect with right stakeholders and get decision makers insights.

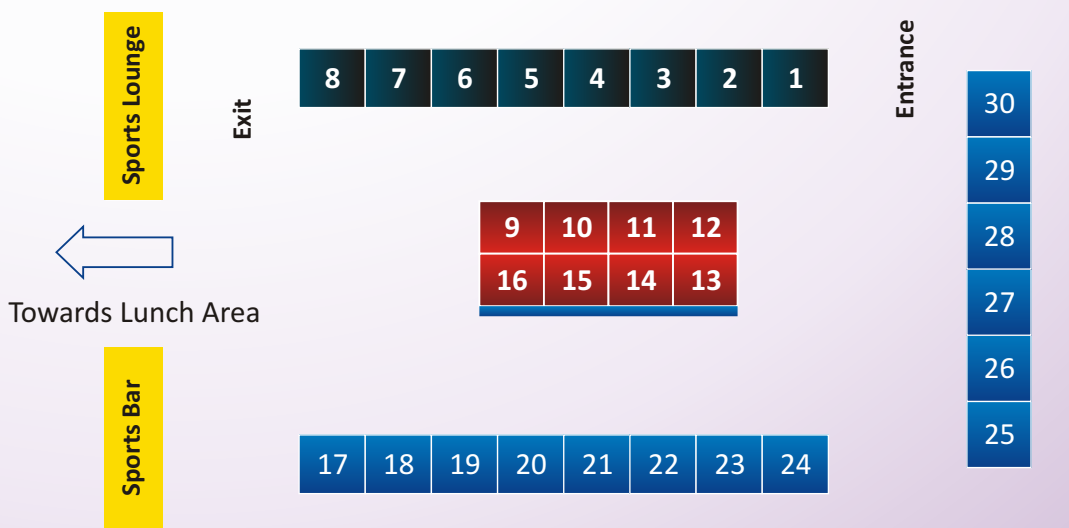


## Exhibitions

Exhibition at "TURF 2012" is an opportunity to showcase innovation in sports products and services, technology and concepts. Besides this, it is a platform to launch new products and services right in front of target audience from India Inc, Sports Federation and those who matter.

# Exhibition Area Layout "TURF 2012"

## FICCI Golden Jubilee Auditorium Ground



EACH STALL = 2X2 MTR.

The platform offered to us as exhibitors or delegates or speakers was very helpful. The window at FICCI gave us a huge canvas to interact with people related to our Sports industry. We look forward to yet another summit this year!!!

**Zena Shaikh**

*India Operations, International Sports Turf Engineering Consultants*





## TURF: Over the years

More than 30 leading companies from India and abroad have partnered with us in TURF in three years. Our more than 1500 delegates comprised leading corporates besides Sports Federation, Sports Authorities of States and Sports Personalities. Also there were delegations from countries like Australia, UK, USA, Germany, Iran, Singapore, and The Netherlands.



### Do you know?

*Soccer viewership in India is 121 million, wrestling 116 million, tennis and basket ball 97 and 88 million respectively.*



## FICCI Sports Committee List

**Mr. Alope Malik**, Chairman, FICCI Sports Committee and Managing Director, ESPN Star Sports India

**Mr. Sanjiv Paul**, Co-chairman, FICCI Sports Committee, and Vice President, Corporate Services, Tata Steel

**Mr. Abhinav Bindra**, Olympic- Gold Medalist, Abhinav Bindra Foundation

**Mr. Harish Mehta**, India Partner, Australia India Sports Academy

**Mr. Vinod Sahgal**, Managing Director, Bajaj Capital Insurance Broking Ltd.

**Mr. N K Jain**, Managing Director, Cosco (India) Ltd.

**Mr. Deepak Jolly**, Vice- President- Corporate Communications, Coca-Cola India

**Mr. Puneet Kumar**, Director-Corporate Affairs, DSM India Private Limited

**Mr. Rathindra Basu**, Head - Business Development and Corporate Communication, ESPN Software India Pvt. Ltd.

**Mr. Guru Maladi**, Leader Advisory Services (Infrastructure and Government), Ernst & Young

**Wg Cdr Satish Aparajit**, Adventure Sports Consultant, Free lancer

**Mr. Rajesh Menon**, Managing Director, Impact Marketing Services Ltd

**Mr. Shimon Sharif**, Director, Indiashooting.com

**Mr. Jayashankar Menon**, Manager, Asian All Star Player & Former Indian Basketball Team Captain, Indian Bank

**Ms. Priti Srivastava**, Vice-President- Corporate Affairs, IMG-Reliance

**Mr. Desh Gauav Sekhri**, Sports Attorney, J Sagar Associates

**Ms. Neetu Bhatia**, Co-founder and CEO, Kyazoonga.com

**Mr. Vidushapt Singhania**, Senior Associate, Lakshmikumaran and Sridharan Attorneys

**Mr. Sukhvinder Singh**, Managing Director, Libero Sports

**Mr. Rajesh Kharbanda**, Managing Director, Nivia Sports

**Mr. Dharmesh Jain**, Chairman and Managing Director, Nirmal Lifestyle

**Mr. Akash Jain**, Sr. Director, Business Development & Partnerships, National Basket Ball Association, India

**Mr. R S Jadeja**, Member Secretary, Petroleum Sports Promotion Board

**Mr. Rishi Narain**, Managing Director, Rishi Narain Golf Management Pvt Ltd

**Mr. Anshul Bagai**, CEO, Soma Facility Management Limited

**Mr. Tarun Dewan**, Secretary, Sports Goods Promotion and Export Council

**Ms. Kadambari Murali**, Editor in Chief, Sports Illustrated India

**Mr. Satish Menon**, CEO, Sports-18

**Mr. K N Shukla**, Chairman, Tashee Real Estates

**Mr. Rajesh Jain**, Founder, The Heritage School, Gurgaon

**Mr. Lhundub Dorji Lama**, Executive Chairman, World Kabaddi Federation

**Mr. Hakimuddin S Habibulla**, Co-founder, Winning Matters Consulting Private Limited

**Mr. Rajpal Singh**, Member Secretary & Director, FICCI



## Former Sports Persons into Business of Sports

- *Manisha Malhotra* former International Tennis Player is the Administrator of Arcelor Mittal run **Mittals Champion Trust**
- *Prakash Padukone*, Former Badminton Player, *Viren Rasquinha*, Former Captain, Indian Hockey Team and *Geet Sethi*, Former English Billiard Player have joined hands in their venture **Olympic Gold Quest** to support India's Olympic prospects
- *Hakimuddin Habibulla*, Former Olympian, Swimming is running his own sports consultancy **Winning Matters Consulting Private Limited** after successfully establishing **Go Sports Foundation** which supports talented Athletes
- Famous players like *Baichung Bhutia*, Football, *Ashwini Nachappa*, Athletics and *Mahesh Bhupathi*, Tennis and *Akhil Kumar*, Boxing are running their **sports academies** across the country
- *Shimon Shariff*, international Shooter is running a website [www.indianshooting.com](http://www.indianshooting.com) which is a one stop shop for shooting

## India Inc is Game for Sports!

- **Punj Lloyd** has invested Rs. 30 Million on Squash promotion
- **All India Football Federation** and **IMG-Reliance** have sealed commercial rights deal in football for Rs. 7 billion for next 15 years
- **Jaypee Group** has become a force to reckon with in developing state-of-the-art sporting systems in their Sports City
- **Cisco** and **Mahindra** are exploring opportunities to collaborate on comprehensive differentiated offerings in the Sports and Entertainment
- **King fisher** and **Sahara Group** have joined hands for India's only Formula One Team **Force India**
- **Airtel**, **Vodafone**, **LG**, **Panasonic**, **Tata Steel**, **Coca Cola**, **Pepsi**, **Hero Motor Corp** etc have strong brand identities associated with sports
- Most of the television channels have shows built around sports like **Roadies** and **Khatron Ke Khiladi** and are having rising TRPs year after year





# TURF 2012

## 4<sup>th</sup> Global Sports Summit and India Sports Awards

India's Largest International Convention  
on Business of Sports

18-19 October, 2012  
New Delhi, India

Please attach  
all your  
visiting cards  
here

### The Essential Conference and Meeting Place

#### Fill the Registration Form

1. Name of delegate(s)

Mr  Mrs  Ms  Dr  Other

a. Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Mr  Mrs  Ms  Dr  Other

b. Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Mr  Mrs  Ms  Dr  Other

c. Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Mr  Mrs  Ms  Dr  Other

d. Name : \_\_\_\_\_

Designation : \_\_\_\_\_

2. Organisation : \_\_\_\_\_

3. Mailing Address : \_\_\_\_\_

\_\_\_\_\_ Pincode : \_\_\_\_\_

4. Telephone(s) : \_\_\_\_\_ Mobile : \_\_\_\_\_

*(With Country and STD code)*

5. Fax : \_\_\_\_\_

*(With Country and STD code)*

6. E-mail : \_\_\_\_\_

7. Website : \_\_\_\_\_

The delegate fee to be payable by Cheque/DD drawn in favour of **FICCI**, payable at New Delhi.

Cheque/DD for Rs. .... No. .... Dated .....

Drawn on .....

## Registered delegates will be entitled for:

- ▶ Delegate Kit
- ▶ Research reports on Sports industry
- ▶ Entry for two at FICCI Sports Awards Night
- ▶ **B2B** and **B2G** Meetings



DELEGATE FEE (PER PERSON)		
No. of delegates	Amount in INR (₹)	Amount in US\$
Up to 2 Delegates	10,000	400
For 3 or more Delegates from same organization	7000	300
Delegates from Summit Partners/ Govt Organizations/ Indian Sports Federations/ Students	5000	200

Register Early and Avail Attractive Discounts on Registration Fee	
Register before 31 Aug 2012	Avail 25% Discount
Register before 30 September 2012	Avail 15% Discount
Register After 1 October 2012	Not Applicable

EXHIBIT AT TURF 2012 AND GET NOTICED!		
Category	Area	Cost
Stall	2x2 meters	₹ 25000 INR/ 800 US \$

ATTRACTIVE DISCOUNTS FOR FICCI MEMBERS		
	Corporate Members	Associate Members
Delegation Fee	25%	10%
Exhibitions	10%	5%

\*Note: write to us for special invite if you belong to any of these categories:

1. Former Olympians or those who are going to represent India in Olympics 2012.
2. Asian Games and Commonwealth Games Medalists.
3. Winners of World Championships.
4. World Record Holders in various Sports.
5. State and Central Government Officers from Sports Department whose rank is Director and above.

\*Registration discount is not applicable for exhibition



Please return this form to

FICCI, Federation House, Tansen Marg, New Delhi – 110001  
T: +91-11-2348-7283, F: +91-11-2372-1504, E: sports@ficci.com



## Partnership Opportunities

BENEFITS*	Event Partner ₹ 30 lacs / 55000 US\$	Principal Partner ₹ 15 Lacs/ 35000 US\$	Gold Partner ₹ 10 lacs/ 23000 US \$	Session Partner ₹ 6 Lacs / 14000 US\$	Supporting Organizations ₹ 50,000 / 1100 US\$
<b>No.</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>8</b>	<b>Multiple</b>
Branding on the Main Backdrop along with FICCI checkers	✓		-	-	-
Representative at main dais in inaugural	✓	✓	-	-	-
Exclusive Branding – Pre, during and post event	✓	✓	-	-	-
Opportunity to hold Press Conference	✓	✓	-	-	-
Complimentary Exhibition Space	12 sq m	8 sq m	4 sq m	-	-
Visibility on all branding collaterals	✓	✓	✓		
Distribution of Literature	✓	✓	✓	✓	-
Visibility on Global Summit website page	✓	✓	✓	✓	-
Advertisements in FICCI Business Digest, FICCI Sports Digest	2	2	1	1	-
Complimentary Delegate Passes	15	10	8	3	2

\*For other – Partnership Opportunities: As Badge Partner, Beverage Partner, Hospitality Partner, Lounge Partner Please contact FICCI Sports Department





## About FICCI

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies. FICCI has contributed to this historical process by encouraging debate, articulating the private sector's views and influencing policy.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry.

FICCI draws its membership from the corporate sector, both private and public, including SMEs and MNCs; FICCI enjoys an indirect membership of over 2,50,000 companies from various regional chambers of commerce.

FICCI provides a platform for sector specific consensus building and networking and as the first port of call for Indian industry and the international business community.

### Our Vision

To be the thought leader for industry, its voice for policy change and its guardian for effective implementation.

### Our Mission

To carry forward our initiatives in support of rapid, inclusive and sustainable growth that encompass health, education, livelihood, governance and skill development.

To enhance efficiency and global competitiveness of Indian industry and to expand business opportunities both in domestic and foreign markets through a range of specialised services and global linkages.

#### Principal Partner



#### Gold Partner



#### Delegate Kit Sponsor



#### Knowledge Partners



#### Online Media Partner



#### For Further Details Contact

**Rajpal Singh**  
Director  
rajpal.singh@ficci.com

**Khushboo Luthra**  
Assistant Director  
khushboo.luthra@ficci.com

Department of Sports and Youth Affairs, Federation of Indian Chambers of Commerce and Industry (FICCI)

Federation House, Tansen Marg, New Delhi – 110001

Phone: T:+91-11-2348-7283, 23487400, 23738760-70 (Ext-400,283), Fax : +91-11-23320714

[www.ficci.com](http://www.ficci.com)