



Ministry of Youth Affairs & Sports  
Government of India



# INDIASPORTS

INTERNATIONAL CONVENTION ON SPORTS

6 - 8 November, 2014

Major Dhyan Chand National Stadium, New Delhi



6<sup>th</sup> Global Sports Summit



INDIASPORTS  
expo 2014 AN INTERNATIONAL EXHIBITION  
& CONFERENCE ON SPORTS



# FICCI IN SPORTS

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

**- Mr. Sidharth Birla**  
President, FICCI



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



**- Sanjeev Paul**  
Chairman,  
FICCI Sports Committee &  
MD, TATA Metaliks

*"FICCI's TURF has been instrumental in suggesting policy reforms, stimulating sports development and connecting stakeholders at all levels. TURF 2014 is going to focus on challenges and opportunities for entrepreneurs, raising the standards of sports & physical education and improving the employability of human resources, which we believe are critical for growth of sports sector in India."*



**- Abhijit Sarkar**  
Co- Chairman,  
FICCI Sports Committee &  
Head, Corporate  
Communications, Sahara  
India Pariwar

*"FICCI believes that Sport is not just an industry but the foundation for holistic human development. Sports should be embedded in our education system right from the childhood for a healthy and active society."*



**- Deepak Jolly**  
Co Chairman,  
FICCI Sports Committee &  
Vice President - Public Affairs &  
Communication, Coca-Cola  
India Pvt. Ltd.

*"FICCI Sports Committee, "health and wellness of citizen is critical for the nation's growth and progress. FICCI has pledged to promote active healthy lifestyle in the Indian society through participation in sports and physical activity thus contributing towards a Active, Healthy and Happy nation"*

## FICCI Sports a *Snapshot*

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

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

6-8 Nov, 2014

FICCI believes that sports development can take an accelerated growth plan with more stakes in India Inc. There are plethoras of investment and growth opportunity in sports sector. To facilitate the above. Since 5 years FICCI- has been organising "TURF". Components of TURF 2014 are Conference, Exhibition, Business to Business B2B and Business to Government B2G meetings.



## 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





# TURF 2014 INDIA SPORTS

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

India's Largest International Convention on Business of Sports  
6-8 Nov, 2014, New Delhi, India

# PROGRAMME

### DAY I

0830- 1000hrs	Registration
1030-1130hrs	Inauguration
1130-1245hrs	Evolution & Expansion: The changing face of Indian sport
1330hrs	Lunch
1430-1600hrs	THE SPORTS BUSINESS 2020: NEW FACES AND NEW IDEAS
1600-1730hrs	THE ROLE OF PRIVATE EQUITY IN SPORT

### DAY II

1000-1115hrs	Adventure Sports and Leisure Sports
1115-1245hrs	Target 2020 Olympic
1245-1400hrs	Lunch
1400-1445hrs	CSR policy
1445-1600hrs	SSC in Sports
1600hrs	Vote of thanks



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# INDIA SPORTS

**expo 2014** AN INTERNATIONAL EXHIBITION  
& CONFERENCE ON SPORTS

**6 - 8 November, 2014**

Major Dhyan Chand National Stadium, New Delhi



## HIGHLIGHTS

- ▣ More than 200 exhibitors expected
- ▣ Over 10,000 Business Visitors expected
- ▣ Conference on the sector
- ▣ Buyer-Seller Meets and get-togethers
- ▣ Gala Networking Dinner
- ▣ CEO's Roundtable with the Hon'ble Minister
- ▣ Celebrity Match, Hockey Tournament, etc.

## EXHIBITORS' PROFILE

- ▣ Stadium Infrastructure / Sports Stadium Facilities
- ▣ Outdoor / Indoor / Track & Field Sports Equipment
- ▣ Fitness Equipments & Accessories
- ▣ In-Line Sport Equipment
- ▣ Camping & Water Sports Equipment
- ▣ Shoes & Apparel
- ▣ Toys & Games
- ▣ Federations & Institutions
- ▣ Broadcasters & Media

## Exhibition Stall Rentals (Rates per sq.m):

Type of Space	Foreign	Indian
Bare Space (Min. 27 sq.m)	USD 320*	INR 11,000*
Shell Stand (Min. 9 sq.m)	USD 350*	INR 12,000*

\*Service Tax 12.36 % applicable

[www.indiasports.org](http://www.indiasports.org)





# TURF



## Over the years

In "TURF" more than 30 leading companies from India and abroad have partnered with us in five years. Our more than 1000 delegates comprised leading corporates besides Sports Federation, Sports Authorities of States and Sports Personalities. The delegations from countries like Australia, UK, USA, Germany, Iran, Singapore, Netherlands and New Zealand were also attended.



2009

1st International Sports Business Convention in India



2010

Business of Sports: Commonwealth and Beyond



2011

Developing State Industry Engagements and International Partnerships



2012

Strengthening Sports Federation, Institutional Capacity Building and Soccer Development



2013

Sports Entrepreneurship and Skills Development



## FICCI Sports Committee 2014

**Mr. Sanjiv Paul**, Chairman & MD, FICCI Sports Committee & Tata Metaliks

**Mr. Abhijit Sarkar**, Co Chairman & Head Corporate Communications, FICCI Sports Committee and Sahara India Pariwar

**Mr. Deepak Jolly**, Co Chairman & Vice President - Public Affairs & Communications, FICCI Sports Committee and Coca-Cola India Pvt. Ltd.

**Ms. Indu Puri**, International Table Tennis Player

**Mr. Jagbir Singh**, Former Hockey Player & Olympian

**Wg Cdr Satish Aparajit**, Adventure Sports Consultant, Independent

**Mr. Abhinav Kant Chaturvedi**, Actor and Anchor

**Mr. Digvijay Singh Deo**, Deputy Editor, CNN-IBN

**Mr. Rathindra Basu**, VP & Director-Sales & Marketing, IMG Media

**Mr. K.V Viswanathan**, Additional Solicitor General of India (Supreme Court)

**Col. S. K. Pathak**

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

**Mr. Vidushpat Singhania**, Sports Lawyer & Principle Associate

**Mr. Amitabh Singhal**, Director, Telxess Consulting Services (Pvt) Ltd

**Mr. Pankaj Sudan**, Director Corporate Affairs, DSM India

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

**Mr. Vivek Kohli**, Vice-Chairman, Stag International

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

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

**Mr. Sukhvinder Singh**, MD, Libero Sports

**Mr. Raj Kishore Mishra**, Former IAS

**Mr Jagmeet Singh Sethi**, Joint Secretary General, National Rifle Association of India

**Mr. Nipun Malhotra**, Executive Director, Nipman Fastener Industries Pvt. Ltd.

**Mr. Kamlesh Vijay**, Group CEO, Sugal and Damani Group of Companies

**Mr. Kapil Khanna**, Chief Mentor, Future Gaming Solutions

**Mr. Atul Srivastava**, Gaames Unlimited

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

**Mr. Siddharth Kedia**, Partner, Ambit Pragma

**Mr. Nitin Kukreja**, President, Star Sports

**Mr. Sumit Agarwal**, Senior Associate, Tanjun Associates

**Mr. Mahendra Swarup**, President, IVCA

**Mr. V.K Mahendru**, General Manager© - Head Corporate Sports, ONGC

**Dr. Rajesh Tripathi**, Chairman, AICPE

**Mr. Adille Sumariwala**, President, Athletics Federation of India

**Mr. Sujit Panigrahi**, Founder & CEO, Fitness 365

**Mr. K.C Pandey**, Managing Director, DNC Group

**Mr. Utpal K Ganguli**, Vice- Chairman, Allied Blenders & Distillers



## TURF 2014 INDIA SPORTS

**6<sup>th</sup> Global Sports Summit**  
6 - 8 November, 2014  
Major Dhyan Chand National Stadium, New Delhi

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 India 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 20 <sup>th</sup> September 2014	Avail 25% Discount
Register before 5 <sup>th</sup> , October 2014	Avail 15% Discount
Register After 20 <sup>th</sup> , October 2014	Not Applicable

**ATTRACTIVE DISCOUNTS FOR FICCI MEMBERS**

	Corporate Members	Associate Members
Delegation Fee	25%	10%

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

\* Service Tax 12.36% Extra

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Former Olympians</li> <li>2. Asian Games and Commonwealth Games Medalists.</li> <li>3. Winners of World Championships.</li> </ol> | <ol style="list-style-type: none"> <li>4. World Record Holders in various Sports.</li> <li>5. State and Central Government Officers from Sports Department whose rank is Director and above.</li> </ol> |
|---|---|

**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



Partner Benefits	Principal Partner	Gold Partner	Silver Partner	Session Partner	Supporting Partner
<b>Estimated Number of Sponsors</b>	1	2	3	6	Multiple
Category Exclusivity	Y	Y	Y		
Right to Make Promotional Offer	Y	Y	Y		
<b>Media Promotion:</b>					
<b>Print: Magazines &amp; News Paper</b>					
Advertisement in ET and TOI or HT	Y	Y			
Inclusion of Sponsors Profile in TURF Year book	Y	Y	Y	Y	
Presence in FICCI business digest - Circulated to 1000 Corporate and other members	Y	Y	Y		
<b>Internet</b>					
E-mail Marketing Campaign - Activity announcement to 25000 members	Y	Y	Y	Y	Y
Logo on Website/Blog	Y	Y	Y	Y	Y
Article on Sports Websites (Indiansports.in)	Y	Y			
<b>Social Media Coverage</b>					
Facebook, and other social media website	Y	Y	Y	Y	
Twitter ( Combine of 15,000 Followers)	Y	Y	Y	Y	
<b>Branding - Collateral Materials</b>					
E-Fliers	Y	Y	Y	Y	
Posters	Y	Y	Y	Y	
Dedicated Backdrops with logo during the Press Conference	Y	Y			
Logo on "Thank You Partner" hoardings and standees	Y	Y	Y	Y	
Hoardings and Standees in a prime location of Delhi e.g Near India Gate and Major dhyanchand stadium etc.	Y	Y	Y	Y	
Branding on the Main Backdrop	Y	Y	Y	Y	Y
Branding on the Main Backdrop along with FICCI Checkers	Y				
Logo presence on Outside Gate Backdrop	Y	Y	Y	Y	Y
Comparative placement of Logo in Brochure	Y	Y	Y	Y	Y
Comparative placement of Logo in Note Book	Y	Y	Y	Y	Y
Exclusive Branding - Pre, during and post event	Y	Y	Y		
<b>Invitation to Senior management and officials</b>					
Representative at main dais in Inaugural	Y	Y			
Complimentary Delegate Passes (INR 10,000)	15	10	7	5	2
Special Invitation Passes for India Sports Award Night, November, 2014	15	10	7	5	
Inaugural Complimentary Invitation Passes	15	10	7	3	2
Invitation to attend the networking dinner hosted by FICCI	Y	Y	Y		
<b>Expo Sampling</b>					
Opportunity to create promotional campaign	Y	Y	Y	Y	
Opportunity to have company representative(s) interviewed	Y	Y			
30% discounts on Exhibition Space (Sqm)	Y	Y	Y	Y	
<b>Other</b>					
Corporate Film Screening (Maximum 30 mins during lunch hours)	Y	Y			
Press Release Announcing Sponsorship	Y	Y	Y		
Access would be given to Principal Sponsor representatives in the VIP Lounge for conducting any meeting	Y				
Opportunity to hold Press Conference	Y	Y			
<b>Partnership Rates(INR/\$)</b>	<b>30,00,000/55000</b>	<b>20,00,000/36000</b>	<b>10,00,000/19000</b>	<b>6,00,000/11000</b>	<b>50,000/1100</b>



Industry's Voice for Policy Change

## About FICCI

Established in 1927, FICCI is one of the largest and oldest apex business organizations in India. FICCI's history is closely interwoven with India's struggle for independence, industrialization and 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 not-for-profit organization, FICCI is the voice of India's business and industry.

FICCI draws its membership from the corporate sector, both private and public, including 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 is the first port of call for Indian industry and the international business community.

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

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### Principal Partners

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### For Further Details Contact

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#### Conference

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