

INDIA: SPORTS INDUSTRY OPPORTUNITIES

June 2018



The establishment of professional leagues in India over the past ten years makes it one of the most exciting and lucrative sports markets in the world.

Opportunity overview

With professional leagues comes a demand for better equipment, training and monitoring, systems and sporting infrastructure.

There are also education opportunities arising from a clear career pathway for athletes, managers, broadcasters and allied health professionals. Local institutes are quickly establishing across this massive market and seek relationships with partners.

The Indian government has placed a priority on growing the fitness and well-being of its youth and developing national talent through the [Khelo India](#) program.

Cricket Dominates

With over 70 cents in every dollar globally spent on cricket being in India, the language of cricket speaks louder in India than any other.

Victorian companies such as Kookaburra (balls and equipment) and Catapult (sports analytics) are well known in the market and Victoria has a strong reputation enhanced by the legendary MCG.

Numerous academic institutions have strong links with India through cricket including Deakin University which sponsor Rajasthan Royals.

There is a strong contingent of players, coaches and broadcasters in India each April/May for the IPL (professional league).

Other Key Sports

Other sports of interest for Victorian companies are hockey, tennis, swimming and athletics.

Popular sports in India such as football, badminton, kabaddi and basketball also see a growing demand for products and services.

The Drive for Data

Data will play an increasing role in sports performance and in the viewer experience.

In addition to Catapult, Victorian data analytics company, Genius Tech Group has established significant operations in India. Victorian company, Vumero Sports runs a successful edition of its [Analytics in Sport](#) in Mumbai annually in October.

Victoria's Trade Promotion Activities

In April 2018, VGTI Bangalore worked in conjunction with [Australian Sports Technology Network](#) (ASTN) to deliver a mission to seven participating companies who visited Bangalore and Chennai accompanied by Minister for Trade, the Hon Philip Dalidakis. Companies participating were impressed on the solid business contacts they made, and ASTN regards India as a key priority market globally.

VGTI and ASTN intend to conduct a trade mission for approximately ten selected companies to Delhi and Mumbai in October 2018, coinciding with the Analytics in Sport conference.

VGTI will also promote key activities such as the Boxing Day Test, the Australian Open and trade events such as the World Congress on Science & Football (June 2019) to Indian trade visitors.

VGTI and Trade Victoria will continue to provide customised assistance to qualified trade clients and encourages trade clients to join Trade Victoria's [Access Program](#).

Victorian exporters and potential exporters might also qualify for assistance in their export activities under Victoria's [Asia Gateway](#) program and the Federal government's EMDG grant scheme.

Sports & the Victoria India Strategy

In addition to growing our trade relationship with India, Victoria is committed to maintaining our people to people links through cricket and growing our connections through sports such as tennis, AFL, hockey and athletics.

These activities are planned and managed through Department of Sport and Recreation.

Useful Resources

KPMG Report (2016)
<file:///C:/Users/vicyynk/AppData/Local/Microsoft/Windows/INetCache/IE/3AXUY852/the-business-of-sports.pdf>

ISPO India Overview (November 2017)
<https://www.ispo.com/en/markets/popular-sports-and-sports-market-india>

Leagues Culture article (September 2017)
<https://www.livemint.com/Sports/7YN1ijF3miashmvdggetYI/Booming-super-league-culture-makes-Indias-sports-market-s.html>

Confederation of Indian Industry – report on Sports Participation (July 2017)
<http://cii.in/PublicationDetail.aspx?enc=qtGshKALzWOOkwsl+hhq1MtPIMlxcyWT6WvGWApew4LVty3XeaKW+mYEdgrWv3EWu1pIIK5esskAIPeK4pQsPpd9jjMqVhjdSOI8/BqYoXnBLjG+su08a817f2K8qxyj3acPqJqkabSU5aoEG3Wr39ye+7pcLbbWw9U9zP3ifcyGv8jVmzHIA8F90tUeaDy+>

Useful Contacts

TRADE VICTORIA

Maria Chirikina
Trade Officer ICT/Technology
Level 33, 121 Exhibition St., Melbourne,
T: 03 9651 8026
maria.chirikina@ecodev.vic.gov.au

VICTORIAN GOVERNMENT TRADE & INVESTMENT (INDIA)

Michelle Wade
Commissioner – South Asia (Bangalore)
Tel +91 80 4122 7560
Email michelle.wade@ecodev.vic.gov.au

Abhishek Padwal
Trade Manager – Sports (Mumbai)
Tel +91 22 6145 8152
Email abhishek.padwal@ecodev.civ.gov.au

DEPARTMENT OF SPORT & RECREATION

Sue Clerk
Manager - International Engagement
Tel 03 9096 9847
Email sue.clerk@sport.vic.gov.au

Produced by:

Department of Economic Development, Jobs, Transport and Resources

1 Spring Street Melbourne Victoria 3000

Telephone (03) 9651 9999

© Copyright State of Victoria,

Department of Economic Development, Jobs, Transport and Resources 2018

Except for any logos, emblems, trademarks, artwork and photography this document is made available under the terms of the Creative Commons Attribution 3.0 Australia license.