

Sector briefing

Sports Infrastructure Opportunities in India

Why India?

Located in South Asia, India is the seventh largest, and the second most populous country in the world. The structure of the Indian economy has undergone considerable change in the last decade. The Indian Economic Survey 2009-10 states that the economy has bounced back from the global economic slowdown and is on its way to the growth path of 9%.

India has a tradition of sports and physical fitness. On 13 November 2003, Delhi won the right to stage the 2010 Commonwealth Games. India is only the second Asian country and the third developing country after Jamaica in 1996 and Malaysia in 1998 to host the games. The previous games were held in Manchester in 2002 and Melbourne hosted the games in March 2006.

Find general information on the India market conditions on [UKTI's website](#). The [Doing Business Guide for India](#) gives an overview of India's economy, business culture, potential opportunities and an introduction to other relevant issues.



“India has been ranked 1st among 30 emerging markets for sports in 2009 by AT Kearney.”

Opportunities

Commonwealth Games 2010

On 13 November 2003, Delhi won the right to stage the 2010 Commonwealth Games. The previous games were held in Manchester in 2002 and Melbourne hosted the games in March 2006.

The Central Government has allocated INR 3,4720 million (£459 million approximately) in the annual budget for 2009-10 for the preparation of Commonwealth Games 2010 (FY08/09 allocation was INR 6240 million {£80 million approximately}).

All major projects for the Commonwealth Games 2010 have been awarded. However some like legacy planning and subcontracts on catering etc. are still pending.

Specific opportunities still exist in assisting Delhi with the stadia and its legacy as a revenue generator.

Training

Consultancy and training of Indian coaches in sports psychology and sports science.

Training of Indian coaches and sportsmen in sports such as Boxing, Yachting, Throws - middle and long, Badminton, Squash, Rugby, etc. Golf training and design of golf courses is a new area of opportunity that is yet to be explored further.

Sports retailing

Growing number of sports retail chains like Planet Sports, Adidas, Nike, Fila. More recently Retail chain XSIS has opened a sports gear retailing outlet spread over 5600 sq. feet with over 50 brands and 25 product categories. Other major retail players like Future Group, Reliance Retail, Phoenix are developing a dedicated sports and leisure goods and merchandise zone in their store format.

Export of equipment

Export of sports goods such as yachts, ammunition for shooting, archery sets, synthetic tracks for athletic fields, fitness equipment and dope lab equipment.

Infrastructure

Initiative to revamp existing sports complexes and new investments in integrated sports facilities. India has seen a growth in sports surface/turf manufacturing and installation companies. These include manufacturing and or installation of international standard sports surface (basket ball/tennis/hockey/skating rinks etc). Opportunities in technical collaboration in these areas could be explored.

Cricket World Cup 2011

The **2011 ICC Cricket World Cup** will be the tenth Cricket World Cup and will be hosted by three South Asian Test cricket playing countries: India, Sri Lanka and Bangladesh. A number of opportunities for turfing, and overlays will be coming up soon for various stadiums in India.

Motor Sports

India is set to host a Formula One race starting in 2011. The decision was announced by governing body FIA in March 2010 after a World Motor Sports Council meeting in Bahrain. Work on a new circuit on the outskirts of Delhi has begun with completion expected at the end of 2010. The 10-year contract for the development of the race track has been given to the Indian construction company Jaiprakash Associates. Although there is no direct Government funding for this project, there will be business opportunities from the private sector.

Sponsorship for events

There are various opportunities for sponsorships for sport events in India. Sports with larger viewership like cricket – Indian Premier League (IPL) offer many opportunities. Niche sports like golf are also becoming popular for sponsorship opportunities.

If you have any questions on the opportunities above, contact the UKTI contacts named in this report. Business opportunities aimed specifically at UK companies are added daily to UKTI's website. These leads are sourced by our staff overseas in British Embassies, High Commissions and Consulates, across all sectors and in over 100 markets.

You can be alerted to business opportunities on a regular basis by registering on the UKTI website. [Find out more on UKTI's business opportunities service on the UKTI website](#)

Major events and activities

Sports Goods & Physical Fitness Equipment (Exhibition/ Conference/Seminars) New Delhi

Contact: Felia Albuquerque

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Time: **1 October 2010**

Find full details of all events in India and Sports Infrastructure on the UKTI website.

New export events are added daily to the site and [you can register](#) to be alerted to them on a daily, weekly or monthly basis

UKTI's Tradeshow Access Programme (TAP) provides grant support for eligible Small & Medium Sized Enterprises (SME's) to attend trade shows overseas. [Find out more about UKTI support for attendance at overseas events](#)

UKTI contacts

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<http://www.youtube.com/UKTIweb>

<http://blog.ukti.gov.uk>

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Next steps - How UKTI can help

British companies wishing to develop their business in the **Indian** market are advised to undertake as much market research and planning as possible in the UK. UKTI's team in **India**, with its wide local knowledge and experience, can provide a range of services to British-based companies wishing to grow their business in global markets.

This can include:

- Provision of market information
- Validated lists of agents/distributors
- Key market players or potential customers in the Chinese market
- Establishment of interest of such contacts in working with you

- Arranging appointments
- Organise seminars or other events for you to meet contacts and promote your company in the Chinese market

This work is available via our [Overseas Market Introduction Service \(OMIS\)](#) a chargeable service which assists British-based companies wishing to enter or expand their business in overseas markets.

To find out more about commissioning this work, or accessing other UKTI services and specialist advice, please visit the UKTI website to find [contact details for your local UKTI office](#).

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