



CII Scorecard 2022

Priorities and Potential for a
New world of sports

25-26 March, 2022



About CII Scorecard 2022

The **Confederation of Indian Industry (CII)** in partnership with the **Ministry of Youth Affairs and Sports** and **Sportscom Industry Confederation**, is organizing its 7th Edition of CII – Scorecard, the flagship event for the national sports sector on **25th - 26th March 2022** over a virtual platform. Join us and be a part of brilliant panel discussions from the who's who of the global sports sector as they share their visionary ideas and deliberate on the Priorities and Potential for a New World of Sports.

Day 1

Friday, 25 March 2022

1300 – 1400 Hrs

Inaugural Session

1415 – 1445 Hrs

Session I: In conversation with Mr Peter Mattsson - A one-on-one discussion to help initiate a new industry partnership between Sweden & India, discussing potential synergies for sports development

1500– 1545 Hrs

Session II: Resumption of Sports in States - A panel discussion with the national frontrunners on restarting sports operations and driving the youth in India

1545 – 1630 Hrs

Session III: Resumption of Sports in Schools - A panel discussion on the importance of sports & physical education in schools

1630 – 1715 Hrs

Session IV: Cricket & IPL - A panel discussion on the future of cricket & IPL

1715 – 1800 Hrs

Session V: Building upon Tokyo 2020 - The panel will focus on the direction and support needed by the industry to carry on the momentum from India's most successful Olympic Games

Day 2

Saturday, 26 March 2022

1030 – 1130 Hrs

Session VI: Sports Tech Master Class - A panel discussion on the new age technology and start-ups in Sports giving the industry a new dimension for the future. This is followed by demonstrations by select Startups from the Indian Sports Industry

1130 – 1230 Hrs

Session VII: From the Playing Arena to Flights of Gaming - The emergence of fantasy sports fueling sports consumption will be discussed by a panel of industry experts

1300 – 1345 Hrs

Session VIII: New Age engagement for Sports Fans – A discussion on the impact of the new age developments in the online sporting community

1345 – 1430 Hrs

Session IX: The Leagues System - A discussion on the evolving sports leagues in India, and the opportunities ahead

1430 – 1530 Hrs

Session X: Employment and Skilling for the future - A discussion amongst leaders of the industry in understanding the skill gap and future opportunities in the Indian Sports Industry

1530 – 1615 Hrs

Session XI: eSports Landscape in India - A panel discussion of the emergence and future of eSports in India



[Register for the event here](#)

Day 1

Friday, 25 March 2022

Inaugural Session

1300 – 1400 Hrs

Inaugural Session – Welcome Remarks, Theme & Special Addresses, from Industry Leaders in Sports from India and Sweden.



Mr Anupam Goswami

Chairman, CII National Committee on Sports, & CEO, Mashal Sports & League Commissioner, Pro Kabaddi

Anupam Goswami is the Chairman of CII National Committee on Sports. Presently he is the CEO - Mashal Sports & League Commissioner of Pro Kabaddi since 2015, leading the establishment of Pro Kabaddi League as one of the biggest professional sports leagues in India. In the earlier part of his career as a senior sports executive, he also led the broadcasting team of Star Sports for Hockey and Kabaddi. Prior to his career in sports, he was a long serving media person. He has served in editorial and corporate leadership roles in news-magazines and daily newspapers, in India and overseas.



H.E. Mr Klas Molin

Ambassador of Sweden to India

Ambassador Klas Molin is the Ambassador of Sweden to India, and began his service with the Ministry of Foreign Affairs in Sweden in 1985. Having served in many different roles since, he has extensive experience from the Asian region, having served as the Ambassador to Thailand, accredited also to the Lao People's Democratic Republic, the Republic of the Union of Myanmar and the Republic of the Philippines.



Ms Anna Iwarsson

Vice Chairperson
Swedish Sports Confederation

Anna Iwarsson is the Vice Chairman of the Swedish Sports Confederation and has a long history of leading strategic improvements in organisations, both as an executive and as a board member. She was the Secretary General of Friskis & Svettis, a Swedish non-profit association for physical activity and training, leading the organisation in establishing itself in nine countries. Anna is also the Chairman of the Swedish Gymnastics Federation, where, under her leadership, Swedish Gymnastics have seen some unprecedented growth in the last few years.



Mr Tanmaya Lal

Ambassador of India to Sweden and Latvia

Currently serving as the Ambassador of India to Sweden and Latvia, Ambassador Tanmaya Lal has served as an Indian diplomat for nearly 3 decades. His previous two assignments were as High Commissioner to Mauritius and as Ambassador of India to UN Permanent Mission of India, New York. His work experience includes India's engagement in Mauritius, Iran, Southeast Asia, East & Southern Africa and west Europe. As the Head of the East & Southern Africa (E&SA) Division, his portfolio also includes work relating to the AU and 20 African countries. He has received the S. K. Singh Award in 2013 for Excellence in the Indian Foreign Service.



Mr Vivek Singh

Sr. Vice - President, Sportscom Industry Confederation
and Jt. MD, Procam International

Vivek Singh is the Joint MD of Procam International and a pioneer of the distance running revolution in India. Procam International's Big 4 –Tata Mumbai Marathon, Delhi Half Marathon, Tata Consultancy Services World 10K Bengaluru, and Tata Steel Kolkata 25K are global leaders in their respective distances. He has also led major initiatives in India such as The NEXA P1 Powerboat Grand Prix of the Seas and the Sunfeast India Move As One movement



Ms Lovlina Borgohain

Olympic Bronze Medalist-Tokyo 2020,
Major Dhyanchand Khel Ratna Awardee,
Arjuna Awardee

Lovlina Borgohain is India's only second female Olympics medallist boxer. She won a bronze medal at the 2020 Olympic Games held in Tokyo. She has two World Championships bronze medals to her name, winning the first one during her maiden outing in 2018 and second in 2019. In 2020, Lovlina became the first women boxer from Assam to qualify for the Olympics. She also got the prestigious Arjuna Award that year.



Session I

In conversation with Mr Peter Mattsson

1415 – 1500 Hrs

Day 1

Friday, 25 March 2022

In conversation with Mr Peter Mattsson

A one-on-one discussion to help initiate a new industry partnership between Sweden & India, discussing potential synergies for sports development. We will be exploring Sweden's growth story in sports development, as they have seen a hike in participation in sport and physical activity. It has shown an increase with the level of education, with the highest participation rates found among those with post-secondary education. Over 60% of the total population ranging from 16–84 years participate at least twice a week. These notable changes may pave the way to inspire Indian sports development and help India in discovering its potential to be a target market for Swedish sports leagues



Moderator

Mr Anupam Goswami

Chairman, CII National Committee on Sports, & CEO, Mashal Sports & League Commissioner, Pro Kabaddi

Anupam Goswami is the Chairman of CII National Committee on Sports. Presently he is the CEO - Mashal Sports & League Commissioner of Pro Kabaddi since 2015, leading the establishment of Pro Kabaddi League as one of the biggest professional sports leagues in India. In the earlier part of his career as a senior sports executive, he also led the broadcasting team of Star Sports for Hockey and Kabaddi. Prior to his career in sports, he was a long serving media person. He has served in editorial and corporate leadership roles in news-magazines and daily newspapers, in India and overseas.



Mr Peter Mattsson

Managing Director, Project #elitesports2030
Swedish Sports Confederation

Peter Mattsson is an experienced leader and director with a long background in sports. On behalf of the Swedish Sports Confederation, The Swedish Olympic Committee and the Swedish Paralympic Committee, Peter manages the project called #elitesports2030 aimed at increasing the role elite sports play in the way the picture of Sweden is perceived by others. Peter has directed coaching programmes for the Swedish Golf Federation, the English Golf Union and held various positions at the Swedish Sports Confederation. In his role within #elitesports2030 Peter's task involves raising the funds available for elite sports from business and from government.

Session II

Resuming Sports in the States

1500 – 1545 Hrs

Day 1

Friday, 25 March 2022

Resuming Sports in the States

A panel discussion with the national frontrunners on restarting sports operations and driving the youth in India. At the beginning of 2020, nobody would have imagined that a match, let alone tournaments in their entirety, will be held in empty stadiums and quiet atmospheres as the pandemic brought the sporting world to a standstill. Prior to the pandemic, we saw an 8% YoY growth in the sports sector in India, which is now predicted to grow at only 3.3% in the coming 3-5 years. Bridging this gap will increasingly require the state authorities to step in, as well as highlight the impact of sporting events and help grassroots programmes reach all communities.



Moderator

Mr Sunil Taneja

Presenter and Commentator

Mr. Sunil Taneja is a Presenter and Commentator since 2005. He covered 20 sports in Hindi/English for Star Sports, Sony-Ten Sports, DD Sports, D-Sports, Neo Sports. He also covered FIFA World Cup, EURO, Cricket World cup, ProKabaddi League, NBA, Asian Games, Commonwealth Games, Khelo India among various events.



Shri. R. Vineel Krishna, IAS

Special Secretary to Chief Minister & Commissioner-cum-Secretary, Sports and Youth Services Department
Government of Odisha

Sri R. Vineel Krishna is currently working as Special Secretary to Chief Minister with additional charge of Commissioner-Cum-Secretary, Sports and Youth Services Department, Govt. of Odisha. His earlier stints include, Managing Director of Odisha Mining Corporation, Chief Executive Officer, Bhubaneswar Smart City Ltd. and Director, Sports & Youth Services, Odisha. He was awarded Chevening Gurukul Scholarship in 2012 at London School of Economics. Under his aegis, the Sports Ecosystem of Odisha has seen a phenomenal rise over the years and the Odisha Sports Model has been hailed by the entire Sports Fraternity in India.



Mr Udit Sheth

Founder & Managing Director of SE TransStadia PVT. LTD.

Udit Sheth, Founder & Managing Director of SE TransStadia PVT. LTD. - a sports company launched in 2009. A finance, operations & information technology graduate; his deep understanding of product design and development and his vision of bringing world-class urban sports infrastructure has fruited with India's first PPP urban multisport infrastructure project, EKA Arena, in Ahmedabad going live in 2017. Over the last decade, Udit has dedicated his efforts towards making TransStadia a catalytic sports company in India enabling diverse revenue models, economic development, city branding, community and lifestyle upliftment, and building the nation's sports culture.



Dr. Shalini Rajneesh, IAS

Additional Chief Secretary, Ministry of Youth Empowerment and Sports, Government of Karnataka

Dr. Shalini Rajneesh joined the Indian Administrative Service (IAS) in the year 1989 as Women Topper at the age of 22 years. She has worked in many capacities in the Government of India in the Ministries of Finance, Civil Aviation, Shipping, Agriculture, and Road Transport. As Principal Secretary to Government, Department of Personnel and Administrative Reforms, she steered a revolutionary legislation i.e. Karnataka's Guarantee of Services to Citizens Act, 2011 popularly known as "Sakala".

Session III

Resumption of Sports in the Schools

1545 – 1630 Hrs

Day 1

Friday, 25 March 2022

Resumption of Sports in the Schools

A Panel discussion on the importance of sports & physical education in schools. Sport has long been used as a tool to bring together students in schools. With schools adapting to the virtual environment, physical education has definitely taken a hit. With all the perils of virtual learning, the conversation around sport being introduced as a mandatory subject in school curriculum, has received the much-needed attention. It teaches essential life skills, improves academic performance, boosts health, as well as opens up new opportunities to achieve success, all of which could be advantageous in the current scenario. Schools are also increasingly exploring other ways to utilize their existing sports facilities. One of the most popular methods is the 'Pay & Play' model, which could perhaps be a long-term solution to partner with private academies for operating & maintaining school sports facilities



Moderator

Mr. Ayon Sengupta

Editor
Sportstar

Mr. Ayon Sengupta started his journalism career with The Statesman in Kolkata in 2006, after passing out from the Asian College of Journalism in Chennai. He has been with The Hindu Group since 2007 and took over as the Editor of Sportstar – India's oldest sports magazine – in 2015. Ayon has written extensively on Indian and world football and has covered many international tournaments, including the 2018 FIFA World Cup and the 2019 FIFA Club World Cup. He also curates the annual Sportstar Aces Awards.



Mr Manoj Mittal

Founder
DAV

Mr. Manoj Mittal is the founder of India's First Alumni Management Company Providing 360 Degree Solution to India's Largest Education Chain called DAV wherein in last 10 years AMC has connected more than 2 Lakh Alumni in India and Abroad. He is the Founder and CEO of Alumni Management Company since 2008, Managing Partner of Several Construction Firms engaged in Government Construction Business and Ex Founder and Managing Partner of Event Management and Film Production Companies. He organized the First Education Community Sports Conclave as DAV Sports Conclave with presence of Alumni Like Kapil Dev, Neeraj Chopra, Hockey Olympians under the Chairmanship of Honorable Minister of Sports Shri Anurag Thakur.





Ms. Nalini Singh Rajput
Headmistress
Raghubir Singh Junior Modern School

She is teacher by profession, a passionate environmentalist, an ardent reader as well as a writer of children stories. She has studied from the Woodstock School, Mussoorie, and is now the Headmistress of Raghubir Singh Junior Modern School. She has been pursuing her journey as a teacher for the past few decades transforming from a Nursery teacher to a trained and qualified History teacher and eventually an administrator for past 15 years.



Dr. Manjit Singh
Deputy Secretary (Academics)
CBSE

Dr. Manjit Singh is the current Deputy Secretary (Academics) at Central Board of Secondary Education (CBSE). Prior to this, he has served as the Head of CBSE's sports unit and also as the Deputy Director (Academics) at CBSE. He holds a Phd in Economics and is also a lecturer at Royal College of Business and Technology, Vancouver, Canada. He has authored 1 book and 21 articles which have been published in National and International Research Journals of Economics. He has attended many International and National conferences in India, UK, US, Canada and Dubai.



Mr. Nagendra Goyal
Deputy Commissioner
Kendriya Vidyalaya Sangathan
(Delhi Region)

Mr. Nagendra Goyal is the Deputy Commissioner of the Kendriya Vidyalaya Sangathan in the Delhi Region. He has 17 years of work experience in higher level Administration in Kendriya Vidyalaya Sangathan, Under Ministry of Education, Govt. of India. He is Presently heading 70 Kendriya Vidyalayas of Delhi Region and looks after their complete Administrative, Finance, Legal & Coordination work, as well as academics.

Session IV

Cricket & IPL

1630 – 1715 Hrs

Day 1

Friday, 25 March 2022

Cricket & IPL

A Panel discussion on the future of cricket & IPL. In 2020, IPL had an estimated value of about \$4.4 billion, with the highest attendance amongst all cricket leagues worldwide. IPL has always been the frontrunner of taking new initiatives in sports in India. It was the first league to host a sporting event live via YouTube in 2010, attracting more fans and sponsors to the country. By 2014, the league already had an estimated value of \$3.2 billion and contributed Rs 11.5 billion to India's GDP in 2015. One of the most valuable sports leagues globally, IPL has become a focal point for all things cricket. In this panel discussion, we discuss IPL's contribution to cricket in India and abroad. We also discuss the future trends and game-changing initiatives that may influence our country's favourite sport



Moderator

Mr Amrit Mathur

Senior Cricket Administrator and Columnist

Mr Amrit Mathur has a professional sports experience of 30 years in various senior management positions. He has held several key positions such as, 1) Secretary, Railway Sports Board (RSCB) 1988-1996, 2) Secretary, Sports Authority of India (SAI) Ministry of Youth Affairs & Sports 1996-2001, 3) Executive Director, Commonwealth Games, Delhi 2006-2008, 4) Advisor, Ministry of Sports, Government of India, 2013-15. He has also been associated with Indian Cricket in many capacities. Currently, he is serving as the Advisor at DDCA and also writes a cricket column in Hindustan Times. He is also an Advisor at the Fantasy Sports Regulatory Authority since 2020.



Mr Jake Lush McCrum

Chief Executive Officer
Rajasthan Royals

Mr. Jake Lush McCrum is the Chief Executive Officer of the Rajasthan Royals. With substantial knowledge related to the business side of cricket, he manages a number of areas which include research and strategy preceding and during the IPL auction; organisation of player trials; recruitment of senior coaching staff; planning and direction of team camps; in season management of and liaison with players. Outside of business, Jake continues to keep a keen interest in improving his batting average and one day hopes to have an impact on the world of sport as great as his Great Great Grandfather, William McCrum, who was known for inventing the penalty kick in the game of football.



Mr. Dhiraj Malhotra

CEO
Delhi Capitals

Dhiraj Malhotra is the current CEO of the JSW & GMR co-owned IPL franchise, Delhi Capitals. Previously he has served as the General Manager of Game Development and Cricket Ops at BCCI. He has also served as the CEO of Delhi Capital in February 2019, after the franchise underwent a revamp. His first association with the IPL was in 2008, when he was appointed its Tournament Director. He has held similar positions in the (ISL), (PKL), and has also served as an Advisor to the Hockey India League.

Session V

Building upon Tokyo 2020

1715 – 1800 Hrs

Day 1

Friday, 25 March 2022

Building upon Tokyo 2020

The Panel will focus on the direction and support needed by the industry to carry on the momentum from India's most successful Olympic Games. Insights from federations and athletes on what are the positive takeaways from recent developments and the challenges that lie ahead at the ground level. One of the most significant topics of discussion is the impact of Neeraj Chopra's gold and other medalists on the nation's Youth. What are we doing to ensure the winners and participants are appropriately rewarded to motivate them and the youth for the long term. An exciting time for India after tremendous success at the Tokyo Olympics, with the announcement of hosting the IOC session in 2023 another proud moment for the country. Would this perhaps pave the way for a potential bid for the Olympics in 2036? This exciting panel will discuss all this and more.



Moderator

Mr Raman Bhanot

Broadcaster/Director
Elan Communications

Mr. Raman Bhanot is a Sports Broadcasts in India. He anchored the LIVE cricket match analysis show - FOURTH UMPIRE - on DD National, for almost a decade. Prior to that he also hosted a cricket show called DD Wisden 20:20 during live cricket match broadcasts. He has hosted shows & done commentary for leading sports networks for almost 25 years, and has been a part of the commentary team for BCCI 's coverage of Ranji Trophy, Women's Cricket & other Domestic Cricket Tournaments. He was one of the first commentators to do Hindi commentary for Ice Hockey (NHL) for SPORTS NET, Canada. An MBA, Raman now puts those management principles to practice by successfully running a Sports & Digital Content Production firm – ELAN COMMUNICATIONS. The company had produced & streamed audio commentary in English and six Indian regional languages for a leading Digital platform & for Mobile Networks.



Mr Adille J Sumariwalla

President
Athletics Federation of India

Mr Adille J Sumariwalla is an Olympian, Arjuna Awardee, Asian Medallist, 22 National Gold Medals and 17 International Medals. Held 100m Interstate National record for 18 years, equaled Asian games Record and set a new South Asian games Record. He is also a Founder & Managing Director, Interspace Communications Pvt. Ltd. - Media House. He is a Board Director, SE TransStadia Holdings Ltd., Next Radio Ltd., Next MediaWorks Ltd. President, Provost, TransStadia Education & Research Foundation (TERF). Former CEO, Clear Channel (India), Asian Age Newspaper. Founder Director, Indian Outdoor Advertising Association. Governing Council, Sports, PE, Fitness and Leisure - Skills Council of India, Member Sports Committee, Federation of Indian Chamber of Commerce and Industry and National Committee on Sports, Confederation of Indian Industry.



Mr Raninder Singh

President
National Rifle Association of India

Mr. Raninder Singh was appointed as the President of the National Rifle Association of India (NRAI) in December 2009. He has been an accomplished international level trap shooter himself. He was the National Shotgun Trap Shooting (IR) champion at the age of 13. He also represented India in the Olympic shooting Sport event of Shotgun, Trap in the ISSF World Cups held in Cairo, Egypt & Suhl, Germany. He then went ahead to win the National Silver Medalist twice in a row in the event of Olympic trap in 2015 & 2016. He was also elected as Vice President of International Shooting Sports Federation in November 2018.



Mr Viren Rasquinha

Director & CEO
Olympic Gold Quest

Viren Rasquinha, the Former Captain of the Indian Hockey team, has represented India in 180 international Hockey Matches including the Athens Olympics 2004. He currently serves as the CEO of Olympic Gold Quest (OGQ), a not-for-profit organization founded by legends themselves – Geet Sethi and Prakash Padukone, with a mission to support Indian athletes to excel in the Olympics. He was accorded with Arjuna Award for his excellent performance in Hockey in 2005. In 2018, he was awarded the entitlement of 'Top 40 under 40' leaders in the country by the Economic Times. He is also serving as a member of PMO task force and was actively involved in preparing India's plans for the next three Olympics to be held in 2020, 2024 & 2028.



Ms Deepthi Bopaiah

Chief Executive Officer
GoSports Foundation

Deepthi Bopaiah is the CEO at GoSports Foundation, a non-profit organization founded in 2008, which supports junior, emerging, and elite athletes in Olympic and Paralympic disciplines. Over the years, Deepthi has presented extensively on the Foundation's work and the relationship between Corporate Social Responsibility and Sports in India on various platforms. She was part of the Victoria Invitation Programme Sports International Delegation in Australia, Times of India - Global Sports Show, and The India CSR Summit to name a few.

Session VI

Sports Tech Master Class

1030 – 1130 Hrs

Day 2

Saturday, 26 March 2022

Sports Tech Master Class

An interactive session with demonstration of tech start-ups in Sports giving the industry a new dimension for the future. We will have 5 organisations taking us through their products and services which will help us understand the latest trends in this new world of sports.



Moderator

Mr Raman Bhanot

Broadcaster/Director
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Mr. Raman Bhanot is a Sports Broadcasts in India. He anchored the LIVE cricket match analysis show - FOURTH UMPIRE - on DD National, for almost a decade. Prior to that he also hosted a cricket show called DD Wisden 20:20 during live cricket match broadcasts. He has hosted shows & done commentary for leading sports networks for almost 25 years, and has been a part of the commentary team for BCCI 's coverage of Ranji Trophy, Women's Cricket & other Domestic Cricket Tournaments. He was one of the first commentators to do Hindi commentary for Ice Hockey (NHL) for SPORTS NET, Canada. An MBA, Raman now puts those management principles to practice by successfully running a Sports & Digital Content Production firm – ELAN COMMUNICATIONS. The company had produced & streamed audio commentary in English and six Indian regional languages for a leading Digital platform & for Mobile Networks.



GOQii

GOQii is a smart tech-enabled healthcare platform which brings together the entire preventive healthcare ecosystem. It's Smart Health Ecosystem integrates tools for real-time personalized coaching, an explosive high-growth Health e-commerce store, scheduling health check-ups, a health locker, a unique 'GOQii Cash' program where healthy behaviour is rewarded with cash discounts and insurance discounts based on health management data and live coaching by experts on GOQii Play, the health OTT platform. Given the state of 'Sickcare' delivery infrastructure in India, the company strongly believes that preventive healthcare is the only viable, long-term, mass-market solution.



Spektacom

Spektacom has partnered with Microsoft, one of the world's largest technology companies, to leverage and develop solutions using Microsoft Azure Cloud and AI services. Star Sports, one of the world's leading cricket broadcasters and Spektacom's broadcast partner, helps to bring the Spektacom PowerBat data and insights from the shots played on the cricket ground to millions of viewers watching the game, in real-time. It is non-intrusive, small, and lightweight product, which has a compact sensor design. It sticks to any regularly sized cricket bat. It can also be charged wirelessly using compatible wireless chargers. It provides real-time, instantaneous access to swing profiles and advanced batting analytics. It leverages Bluetooth low energy to deliver insights to users and broadcasters reliably.



SportsVot

SportsVot is an Indian Sports platform where you can watch local match live streams, highlights and emerging athletes of India. This is made possible with SportsVot's unique media technology to make local sports streaming more easy, cheap and accessible to the sports ecosystem, called the SportsVot Broadcasting Suite. This technology enables these tournament organisers and clubs to make their tournaments fully digital right from producing multilingual interactive streams, automated highlights, scoring to fixture management, which in turn assist these unique sports talent and tournaments, to get more support and visibility in the country.



Hudl is a leading performance analysis company revolutionizing the way coaches and athletes prepare for and stay ahead of the competition. Founded in 2006, Hudl offers a complete suite of products that empower more than 180,000 global sports teams at every level—from grassroots to professional organizations—to gather insights with video and data. Hudl's products and services include online tools, mobile and desktop apps, smart cameras, analytics, professional consultation and more.



A one stop destination to help you build a successful career in the Indian sports industry through a scientific and meritocratic process.

Session VII

From the playing arena to flights of Gaming

1130 – 1300 Hrs

Day 2

Saturday, 26 March 2022

From the playing arena to flights of Gaming

The emergence of fantasy sports fueling sports consumption will be discussed with a panel of industry experts. In the year of 2020, online fantasy gaming has gained a strong foothold within the Indian entertainment Industry. Our country has a user base of 628 million gamers which gives a massive boost to the gaming ecosystem within the Indian economy. This community contains a variety of gamers of all ages, game designers, developers, investors and marketers all working together to come up with the latest cutting-edge games. All this has enabled India to be the top contender among the top gaming markets amongst the emerging global economies. At present there are around 400 gaming startups in India with a whopping 500 million smartphone users. Research claims that the Industry is expected to grow 41% yearly due to the growth of digital infrastructure and the rise in the quality of gaming content. India's online gaming industry has already attracted \$350 million in investments from venture capital firms between the years 2014 to 2020. Due to the pandemic and its lockdowns, people are turning to gaming platforms to pass time. These platforms are provided by startup gaming companies in order to attract hundreds and thousands of new visitors in online traffic.

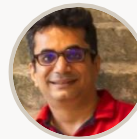


Moderator

Mr Vinit Karnik

Head – Sports, Esports and Entertainment
GroupM South Asia

Mr. Vinit Karnik has over 2 decades of extensive experience in Business Management, Media, Marketing, Digital, Content and Team Building. Currently Vinit is Head – Sports, Esports and Entertainment, GroupM South Asia. Before joining GroupM, Vinit has worked with The Times of India Group, Mudra Communications and Padmalaya Telefilms. Over the years with multiple assignments that he has handled, In 2014, Vinit initiated a pioneering initiative, a first of its kind and very definitive reports on sports sponsorship in India titled 'Sporting Nation in The Making' which is now in its 9th edition. Vinit has also co-authored and published a white paper in association with one of the premium academic institutes 'Indian Institute of Management, Ahmedabad' on 'What Spells Success for Indian Leagues'.



Mr Vishal Gondal

Founder & CEO
GOQii

Best known as the father of the Indian gaming industry, Vishal Gondal sold his first entrepreneurial venture India Games to Walt Disney. A notable angel investor, Vishal was listed among the top 50 executives in the mobile content space by the UK based 'Mobile Entertainment' Magazine alongside noted people like Steve Jobs. His passion for technology, fitness & gaming led him to his next venture 'GOQii' which is focused on helping people make a change towards a healthier lifestyle and be the force of good. He has brought his knowledge and love for interviewing people to a whole new platform by hosting a podcast series 'Beneath the Force: The Vishal Gondal Show, he has conversations with personalities from various walks of life providing a sneak peek into their fascinating lives while in his own style.



Mr Siddharth Sharma

Head of Marketing and Strategy
A23

He is the strategy head of A23, a key member of the management team that works closely with the CEO and our board. I handle a variety of verticals and initiatives across the board ranging from legal, corporate affairs, business development, marketing initiatives, diversification/ expansion into other verticals, our cricket.com business and PR.

Session VIII

New Age engagement for Sports Fans

1300 – 1345 Hrs

Day 2

Saturday, 26 March 2022

New Age engagement for Sports Fans

Companies all around the world are spending millions trying to capture the audience's attention every day. Consumer attention is being leveraged even further with the pandemic being in the picture. An average sports fan consuming content online has a reduced attention span and can be very hard to engage, making it a very challenging but also fast paced industry to tap into. This panel will discuss the latest trends and opportunities for fan engagement in sports.



Moderator

Mr Vinit Karnik

Head – Sports, Esports and Entertainment
GroupM South Asia

Mr. Vinit Karnik has over 2 decades of extensive experience in Business Management, Media, Marketing, Digital, Content and Team Building. Currently Vinit is Head – Sports, Esports and Entertainment, GroupM South Asia. Before joining GroupM, Vinit has worked with The Times of India Group, Mudra Communications and Padmalaya Telefilms. Over the years with multiple assignments that he has handled, In 2014, Vinit initiated a pioneering initiative, a first of its kind and very definitive reports on sports sponsorship in India titled 'Sporting Nation in The Making' which is now in its 9th edition. Vinit has also co-authored and published a white paper in association with one of the premium academic institutes 'Indian Institute of Management, Ahmedabad' on 'What Spells Success for Indian Leagues'.



Mr Satheesh Ananth Subramanian

Founder and CEO,
Rage Fan

Mr Satheesh Ananth has 25+ years of experience in the technology space and has held senior roles across Business Development, Solution Design, Engineering and Delivery, and Program Governance. He has also been abroad in delivering global programs. Mr. Satheesh's introduction to the Blockchain space happened when he was the Jt. CEO in CHIPS, a Chattisgarh nodal agency for technology services. The founder of RageFan says "The simplicity of blockchain in terms of the core value it delivers whether it is about traceability, transparency and the community governance models is what really brought me into this space"



Mr Vishal Gondal

Founder & CEO
GOQii

Best known as the father of the Indian gaming industry, Vishal Gondal sold his first entrepreneurial venture India Games to Walt Disney. A notable angel investor, Vishal was listed among the top 50 executives in the mobile content space by the UK based 'Mobile Entertainment' Magazine alongside noted people like Steve Jobs. His passion for technology, fitness & gaming led him to his next venture 'GOQii' which is focused on helping people make a change towards a healthier lifestyle and be the force of good. He has brought his knowledge and love for interviewing people to a whole new platform by hosting a podcast series 'Beneath the Force: The Vishal Gondal Show, he has conversations with personalities from various walks of life providing a sneak peek into their fascinating lives while in his own style.



Mr Siddharth Raman

Deputy CEO
Sportz Interactive

Siddharth Raman is Deputy CEO at Sportz Interactive (SI), a sports fan engagement solutions firm in the digital space. SI delivers fan engagement for its clients through data, content and technology offerings. SI's client roster includes IOC, FIFA, UEFA, RB Leipzig, NBA India, Star Sports, ISL, PKL, Google, IPL & PKL franchises, Facebook, Microsoft, Amazon and Hotstar to name a few.



Mr Jonathan Earle

Consumer Director
Sportradar

Jonathan Earle is Managing Director for Sports Rights Holder Services and has worked at Sportradar for over 4 years looking at how Sportradar can develop services for Rights Holders that deepens and broadens their relationships with their key stakeholders such as their fans. Prior to that, Jonathan worked within the Retail, Telecommunications, and Banking industries.

Session IX

The Leagues System

1345 – 1430 Hrs

Day 2

Saturday, 26 March 2022

The Leagues System

A discussion on the evolving sports leagues in India, and the challenges faced by new entrants. Professional Leagues in Kabaddi and Football have already established themselves in India. New leagues have faced unparalleled challenges with a select few sustaining themselves. With Handball and Volleyball also seeing the potential of a well-established league in India, this panel will discuss the potential of professional sports leagues and the franchise model in India.



Moderator

Mr Nic Coward

Chair, England Golf and Expert Partner
Portas Consulting

Mr. Nic Coward has 25 years' experience at the heart of the sport business. Nic recently was chair of two UK sports governing bodies in athletics and golf (a role he continues) and an England Cricket Board Committee. He is an Expert Partner with global sports consultancy, Portas, and has been a long-term adviser to the Pro Kabaddi League. Nic had leading roles at the English Football Association and English Premier League, and was CEO of the governing body of horseracing in the UK, as well as roles with media rights advisory, Octagon and sports tech business, Sportable. He has also held positions with FIFA and UEFA, and co-authored a report on Indian top-flight football for the AFC and FIFA. He started his diverse working life as lawyer, has run a government relations business, was instrumental in the rebuild of Wembley and is involved in motor retail and biotech businesses.



Mr Jose Antonio Cachaza

Managing Director
LaLiga India

Mr. Jose Antonio heads LaLiga operations in India since January 2017. He has extensive consulting experience with clients such as: Madrid Tennis Open ATP 1000, WRC Rally of Spain, F1 Grand Prix of Spain, or Carat Sport among others. He joined LaLiga to launch India operations. He is based in Delhi and in Madrid. Since his arrival to India, He has been LaLiga strategy focused on the development of the competition and its clubs brand among Indian fans while enhancing its commercial appeal for Indian corporations. LaLiga cooperates actively with top Indian football and business entities and also with Spain's representatives in India (Embassy of Spain and Instituto Cervantes).



Mr Anupam Goswami

League Commissioner, Pro Kabaddi

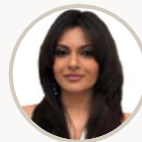
Anupam Goswami is the Chairman of CII National Committee on Sports. Presently he is the CEO - Mashal Sports & League Commissioner of Pro Kabaddi since 2015, leading the establishment of Pro Kabaddi League as one of the biggest professional sports leagues in India. In the earlier part of his career as a senior sports executive, he also led the broadcasting team of Star Sports for Hockey and Kabaddi. Prior to his career in sports, he was a long serving media person. He has served in editorial and corporate leadership roles in news-magazines and daily newspapers, in India and overseas.



Prof Achyuta Samanta

President
Volleyball Federation of India

Prof Achyuta Samanta is the currently President of Volleyball Federation of India. He is the Youngest Chancellor of any Indian University as chronicled by Limca Book of Records. He is the Founder Chancellor of KISS University (first Tribal University in the world) and the first person to be a Chancellor of any Tribal University in the world. He has been the elected Member of Parliament, Rajya Sabha in 2018-19. Currently, he is the Member of Parliament, Lok Sabha from Biju Janta Dal.



Mrinalini Sharma

CMO & Co-Founder
Premier Handball League

An entrepreneur in spirit, Mrinalini started her own Marketing firm close to a decade back. Mrinalini proceeded to traverse into the world of sports as she soon expertised in homegrown Mixed Martial Arts promotion Kumite 1 League. Later she joined Premier Handball League and worked on the league ideas and vision process from the scratch.

Session X

Employment and Skilling for the future

1430 – 1530 Hrs

Day 2

Saturday, 26 March 2022

Employment and Skilling for the future

A discussion amongst leaders of the industry in understanding the skill gap and future opportunities in the Indian Sports Industry. Focusing on important aspects like the skill sets required to be a leader in sports administration, the career options in sports available to young professionals, and India's ability to provide quality sports education and opportunities.



Moderator

Mr Tarun Baijnath

Director
Grant Thornton Bharat

Mr. Tarun Baijnath is a Director with Grant Thornton Bharat. Over the last decade, he has played an eminent role in the skill development space and leads the practice for the firm. A thought leader instrumental in establishing partnerships with industry associations, international collaborations and convergence with various government stakeholders, helping to catalyze the human requirement talent across sectors including Sports. He has hands-on experience across all major sectors of the economy and has played a critical role in introducing esteemed partners for the larger benefit of the Skill India mission.



Mr Nilesh Kulkarni

Founder Director
International Institute of Sports Management
(IISM)

Mr. Nilesh Kulkarni, is a Former Indian Cricketer and the Founder Director of the International Institute of Sports Management. It is India's first professional Sports Management institute to offer UG & PG programs in collaboration with the University of Mumbai. He is also a Rashtriya Khel Protsahan Puruskar Awardee by Govt of India. He is an active Member of the National Sports Education Board Committee, Delhi and the Directorate of Sports & Youth Services, Government of Maharashtra. He was the first Indian to take a wicket in his first ball in Test Cricket.



Mr Ravneet Gill

Founder & CEO
New Horizons Alliance

Mr. Ravneet Gill is the Founder and CEO of New Horizons Alliance which is engaged in sports & esports education & also the organizer of the upcoming IESF Open Asia Esports Championship. A seasoned banker of 30+ years, Mr. Gill has been the CEO for Deutsche Bank India and MD&CEO of Yes Bank. He is also a board member of Trent Ltd and sits on the Advisory Council of the IPL franchise Rajasthan Royals.



Mr Nick Anderson

Director, International Relations, Center for Sports and Business, Corporate Relations Lead, Stockholm School of Economics

Nick Andersson is the Director of International Relations of the Center for Sports and Business (CSB) and Corporate Relations Lead at the Stockholm School of Economics (SSE). He is responsible for all international activities of the Center for Sports and Business. In terms of issues pertaining to employment and skilling, he recently worked closely with the creation of pathbreaking MSc course Investment and Value Creation in Global Sports, drawing students from 20 leading business, in 16 countries on 6 continents.



Mr G Srinivasan

CEO
Sporjo

Mr. G Srinivasan is the CEO of Sporjo, a one of a kind start-up that helps aspiring individuals create a meritocratic pathway for turning their passion to profession in the sports industry. Sporjo assesses, trains and gets people jobs in the sports industry. His last position was heading the marketing and strategy functions for the entire Reliance Sports group and works across all the properties namely Football, Cricket, IMG Reliance and RF Youth Sports. He was with Reliance for over 6 yrs and a part of the team that set up and launched the Indian Super League and subsequent expansion to 10 teams. Prior to this he was heading the marketing and sponsorship sales for the BCCI working on the IPL.

Session XI

Esports Landscape in India

1530 – 1630 Hrs

Day 2

Saturday, 26 March 2022

Esports Landscape in India

A panel discussion of the emergence and future of eSports in India. The esports industry is one of the hottest topics globally as well as in India. India is expected to cross 1.5 million esports players in FY25 and the female occupancy in that is estimated to reach 30 percent, which marks a rise in female eSports players in India. Adding to its popularity, India is also increasingly seeing leading Indian sportspersons working with eSports platforms. We saw that Rooter Gaming signed Yuzvendra Chahal to stream on their platform, as did OnePlus. Among other aspects, eSports in Asian Games 2022 is going to be a game changer for the segment. Maybe even paving the way for India to host live eSports events in the future.



Moderator

Udita Dutta

Founder,
Artsmith Concepts & Visions

Udita Dutta started her venture, Artsmith Concepts & Communication, one of India's top specialised sports and Esports PR and communication agencies, and has been working to empower women through sports and media. While working closely with major Olympic sports and cricket, Udita, through Artsmith, has been playing a crucial role in uplifting the image of Indian sports through strategic communication in the media for over two decades now. She has also been the official communications lead for several international tournaments.



Mr Lokesh Suji

Director

Esports Federation of India and Board
Member & VP

Asian Esports Federation

Mr. Lokesh Suji is a business owner by day and esports fanatic by night; Lokesh Suji aka dAwesomeNinja (that's his ingame name), is an esports Evangelist, Hustler and a Telecom Veteran with 18+ yrs of corporate experience with companies like Huawei, Tata Communications, Airtel, Reliance. He is a known name when it comes to Indian Esports. Over the years been part of esports, and across different formats and categories of games, he found that the vertical in India is unstructured & Unexplored, which needed to be developed along professional lines – much in the same way that other forms of sports are being developed in the country (be it Cricket, Football or now Kabaddi). His aspiration is to ensure that the category of esports is created and managed in much the same way as it is in countries like the United States, European Union, South Korea and China.



Mr Vlad Marinescu

President

International Esports Federation

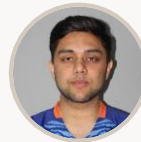
Vlad Marinescu, President of the International Esports Federation, started his career in sports in 2003 working for the European Judo Union. Now, Vlad's primary target is supporting member National Federations, while promoting unity and recognition, instigating close collaboration with stakeholders and partners for a unified objective, protecting athletes, and developing Esports – together with all sport family – for a better tomorrow.



Mr Vinod Tiwari

President
ESFI & Director International & NOC
Relations for Olympic Council of Asia (OCA)

He has been involved with Olympic Movement for more than 30 years and leading International & NOC Relations for Olympic Council of Asia (OCA).



Mr Lokmanyu Chaturvedi

Professional Esports Athlete

Professional FIFA Esports athlete for the Indian eNational Team and True Rippers Esports. Represented India in FIFA eNations Series 2021 where India finished 22nd in the world on FIFA.GG rankings. Part of the 2022 squad presently.



Mr Puneet Gupta

AVP, Corporate Communications & Marketing
INOX Leisure Ltd.

An innovation-driven strategic communications expert, with an entrepreneurial experience of 17 years in Corporate Communications, Public Relations, Brand, CSR and Internal Communications

Thank you to all our partners and sponsors!

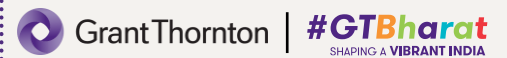
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