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Renaming of Wankhede Stadium - The Business Arena of the Venue

Adlee Sharon - MSM 1

Naming rights play a huge role in the business arena of sports. Be it the naming rights of tournaments, leagues or stadiums; it concerns with mammoth monetary deals. The latest prospect in India is renaming the iconic Wankhede Stadium, Mumbai.

The Mumbai Cricket Association has reportedly been looking for bids to rename the stadium. This shall be done by retaining the stadium's original name and adding the sponsor's name as the prefix or suffix if the deal is successful. The proposal has been put forth by three companies, namely IMG-Reliance, DDB Mudra and Baseline. Following this, Wankhede might be renamed to names such as Reliance Wankhede, DDB Mudra Wankhede or Baseline Wankhede.

Initially in 2013, there had been a deal with Sahara India Pariwar who had bought the naming rights of Pune's Maharashtra Cricket Association stadium.

However, the Sahara Group's delays in payments led to calling off the deal. With Wankhede Stadium on the verge of renaming, it can thus become the only branded sports venue of the nation.

The aim is to exploit the brand and market the venue even during off season while there are no matches. According to reports, Mudra has quoted a return of mouthwatering ₹40-50 crore per year, while IMG-R has promised around Rs 12-15 crore per year and Baseline have pledged a more conservative Rs 5-6 crore per year. In any case, the MCA expects a deal which assures a potential of ₹100 crore down the duration of five years. The proposed duration might be extended upon the success of the current deal.

Wankhede being situated at the hub of the city and with an overwhelming capacity, the deal shall not only promise to brand the venue but also pitch in revenue for the firms.



A tête-à-tête with Suhasini Mitra: A hawk-eye view into Sports PR

Vidhi Shah - MSM 1



The Media Relations Head and Athlete Manager at PlayRight Consulting Pvt. Ltd. hangs out with the likes of Olympic medalist Sakshi Malik, footballer Sunil Chhetri and the U Mumba team as a part of her job! We caught up with the super woman for an exclusive interview on the sidelines of the Pro Kabaddi League, where she is working with the Haryana Steelers.

1. How does the job role of a PR professional in sports differ from that of other verticals?

When it comes to sport - you need to be a little more passionate because your audience is mostly made of passionate fans and you need to respect that. Also, there is a dearth of quality content in sport and that's where you need publicists to come in to channel it in the right direction.

2. What are the challenges involved when working in this field?

One of the challenges has been to be a women in a very male dominated field. For the last year or so I have been extensively working in and around Haryana

and needless to say it's been a task. But you need to have a lot of patience to be a publicist because ultimately that's the only deciding factor when it comes to planning and execution.

3. What are the integral skills that one should have when looking to enter the PR realm of sports?

Passion. Apart from that we need to understand it's not all about the glamour, there are unending hours of desk work behind it. So while Sports PR may have a lot more scope for field work, there is ample amount of desk work as well. The only perk involved is that you get to work during/ watch live sport.

4. Could you describe your experience of working with teams like Bengaluru FC, Haryana Steelers, etc?

It's been an absolute journey. We have been involved with both and most of our clients since their inception and every bit of work we do for them stems out of the love and respect we have for the staff, the players and the management. All the players have become like a family and when you work for family and people who mean that much to you - the result is undoubtedly better.



5. What is the source of job satisfaction that comes your way being in this vertical which is so demanding and fast paced at times?

I have been on the road for 2.5 months now and I had packed for only 3 days - while it may sound hectic, when I count the stories I have done against the boarding passes I have, the satisfaction cannot be put into words. I always loved sports but because of certain reasons I could not pursue it as a career - and doing what I do takes me closest to that love. I don't really mind the hours or the travel because the passion for my work surpasses it all.

6. What is the way forward in this industry? In terms of, opportunities of growth or any area that needs more professional requirements, etc?

We need to understand the need for specialized PR skills for sport. Unless we understand that, we cannot position athletes in a manner akin to FMCG goods using the same techniques- thus developing professionals with these niche skills should be the roadmap for this industry.





An insight into the sponsorships of English football.

Arjun Ohri - BSM 1

Premier League, once known as the Barclay's Premier League underwent a mega revamping of the brand and its sponsorship. The Director of PL stated that this was one of the main opportunities for them to re-brand themselves completely and as a whole from scratch. The Premier League started in 1992 with no one to sponsor them for the first season, thereafter having Carling ('93 - '01) and Barclaycard and Barclay's ('01 - '16) sponsor them until the 16-17 season. As of now, the Premier League has 13 partners across all platforms with its lead sponsor being EA Sports.

The Premier League derived its inspiration from the NBA format of 'clean brand' strategy. They wanted to keep it clean and simple which would help them to reach out to a larger global audience. The new approach will see more secondary partnerships but allow the competition to be known as 'The Premier League', a major statement in this

sponsorship-driven age. Another reason as to why they would drop off the title sponsorship is due to whopping deals done through the TV rights. For the 2016-17 season, the Premier League made £1.49 billion.

Due to the fact of not having any title sponsorship, the PL has boosted the likes of more shirt and sleeve sponsorships. This year it is predicted that the all clubs in total are generating a profit of 55 million overall tallying up to 281.8 million which is double of the record set in '10 - '11 (100.45 million) of shirt sales globally. Due to such a massive amount of revenue from merit money, facility fees, shares in domestic and international TV rights and central commercialization. Now, like the Olympic does, the PL has this chance to diversify instead of having sponsors for individual categories.

Thrilla in Manila

Sachin Nayak - MSM 1

Few impacted the sport of boxing the way Muhammad 'The Greatest' Ali did. He was one of the main reasons for popularising the sport in the 1970s and he will always be remembered for his famous trilogy of bouts with Joe Frazier. Although Frazier came out on top in the first fight in 1974 (billed as Fight of the Century), Ali bounced back in the rematch (titled 'Super Fight II') to set up a final showdown at Manila, Philippines on October 1, 1975.

The bout was named 'Thrilla in Manila' due to Ali's repeated comments to the build up to the event when he said that the fight would be a "killa and a thrilla and a chilla, when I get that gorilla in Manila." The fight was promoted aggressively. It was scheduled to take place at 10AM local time so it could accommodate the international

viewing audience. What also added to the fervour, although unwanted, was the fact that the Philippine Coliseum's aluminium roof didn't make it for a pleasant atmosphere inside it for the boxers.

The effects of the heat played a huge role in the outcome of the game as Ali prevailed before the 15th round via TKO and cemented his legacy among the pantheon of greats in boxing. But the fight coupled with the heat took a lot out of the two as it is believed that Ali lost 2.3 kgs during the bout. However, that should not stray from the fact about the wonders the fight did for boxing around the globe in particular. It was also the first boxing bout in history to have been on pay-per-view. The Thrilla in Manila went on to be judged as one of the greatest fights in boxing history.



The Master of Many Trades: An Insight into the role of a Stadium Operations Manager

Rohan Parakh - BSM 2

The operations manager of a stadium plays a crucial role which involves overseeing the production of goods and/or provision of services. It is his job to ensure that an organisation is running as well as it possibly can, with a smooth efficient service that meets the expectations and needs of customers and clients. In this case, the hospitality of the spectators and the players involved in the increasing number of matches held at Wankhede Stadium; Maharashtra Cricket Association (MCA) has undertaken construction of a world-class Cricket stadium with ultra-modern design and facilities having 55,000 seating capacity at Gahunje, near Dehu Road, District Pune.

The job requires overall management of the operations of the stadium during day / night cricket matches and maintenance during the non-match periods.

Some of the tasks to be undertaken are as follow:

- Spectators/ VIP entry control, Ticketing, Seating, Parking and Management during the matches.
- Stadium security, Hospitality, Housekeeping, Management of Electrical, Electronic, Water supply & other essential services.
- Co-ordination with Police, Media, Sponsors, Broadcasting, TV Networks & other agencies.
- Players, Umpires, Field of Play and VIP areas management.
- Publicity and commercial services management.
- Any other service required for proper conduct of matches

Thus, the role of an Operations Manager involves a large amount of coordination and multi-tasking to be done in order to make sure that the concerned facility/event is taken care of in the best manner possible.

What's Happening In Sports

Pawan Verma - PGPSM

Five Indian players in top – 20 of BWF men's rankings

For the first time in the history of men's badminton, Indians are making their presence felt at the world stage and now comprise 5 players in the top 20. This is nothing less than a proud moment for the country. HS Prannoy has jumped four places to be world no. 15 while Srikanth remains at World No. 8. Ajay Jayaram and Sai Pra-neeth also haven't moved from their respective positions i.e. 20th and 17th respectively. Sameer Verma has leapfrogged a couple of places to enter the top 20 at the 19th place. Apart from the men's rankings, world no. 2 PV Sindhu has been nominated for the prestigious Padma Bhushan award by Sports Ministry of India.

Indian Team becomes No.1 in ODIs and Tests

Indian Cricket Team has risen as an unstoppable force in world cricket under the captaincy of Virat Kohli in Tests as well as in ODIs. Their world ranking tells the story of their hard work put behind the success they've tasted. India crushed New Zealand, South Africa, Bangladesh, England, and Australia in the grand home season. In the away series, they demolished West Indies and Sri Lanka in the longer as well as the shorter format. India's consistency across the formats is the talk of the town and their real test lies ahead when they face SA and England in their home conditions.

FIFA U-17 World Cup

Midfielder Amarjit Singh has been named as the captain of India's U-17 football for the upcoming FIFA World Cup in October. Young Amarjit was chosen as the captain by his teammates through a process of secret ballot that was engineered by the Portuguese coach Luis Norton de Matos. Amarjit is very excited to lead the team in the opener at the JLN Stadium, Delhi against the USA on 6th of Oct. India have Colombia and Ghana as the other opponents in their group.

India U-17 World Cup Squad: Rise of the sleeping giant!

Spandan Paul - MSM 1

The time has arrived as the largest sub-continental country is ready to embrace the world football fraternity being the host to a FIFA tournament for the first time in history. India announced their squad for the Cup and we take a look at some of the colts who will lead the Indian challenge in the World Cup.



Amarjit Singh Kiyam : The 16 year old midfielder from Manipur; brought up in a farmer family had little idea that one day he will realize his dream of leading the country. A great fan of FC Barcelona, the 16 year old idolizes Andres Iniesta, and will carry the hopes and dreams of 1.3 billion people on his sleeves along with the yellow armband.



Boris Singh Thangjam : One of the most vital cogs in the defence, the super agile nimble footed Boris started his football career practicing with tennis balls. As cinematic as his childhood has been with his parents, who work on daily basis, we hope that this tournament be more cinematic than ever. He idolizes Real Madrid superstar Cristiano Ronaldo.



Anwar Ali : Fondly called Billa, this guy's first love was cricket. Being entrusted of handling buffaloes by his mother in his earlier days, Billa used to run away to football fields often. A Salman Khan fan with Sultan being his favourite film, this Minerva FC academy lad has a long way to go.



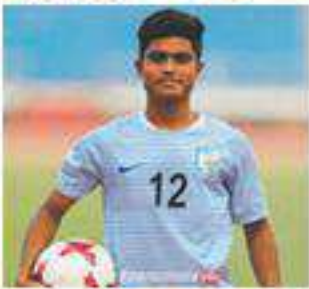
Dheeraj Singh Moirangthem : One of the youngest players in the squad, 15-year old Dheeraj has the largest burden of 1.3 billion people who would hope that not a single ball passes through him. With nerves of steel and a great range of comfort in D-box, Dheeraj is ready to carry these responsibilities as the No. 1.



Suresh Singh Wangjam : The former U-16 skipper exudes calm in midfield and shows a slice of Toni Kroos, his idol on the field. Having started as a goalie in his earlier days, he now plies his trade in the midfield and lot of expectations ride on his game.



Komal Thatal : The poster boy of Colts, Komal comes from a very humble family of tailors. Despite critical financial condition, Komal, with the support of his father, vows to turn the things around ,exactly as he has been doing for the national team scoring against teams like Brazil.



Abhijit Sarkar : This midfielder from Bandel, a very small part of West Bengal brings about a motivating story in his short career so far. Son of a van rickshaw driver & 'bidi'-binder, Abhijit's life turned around when the late Brazillian legend, Carlos Alberto gifted a football to him during a tour and told him to make that ball the dearest friend of his life.



Jackson Singh : Jackson Singh is a Minerva FC academy graduate who joined the team when coach Matos took over. He is a dynamic midfielder and is a huge fan of Real Madrid. He aims to play for Indian side Bengaluru FC some day.



Aniket Anil Jadhav : India's best possible attacking bet, Aniket has the potential to become the goal machine India requires. The tall winger is blessed with tight composure, good physique, nice ball control and exceptionally good technique.



Rahim Ali & Rahul Kannoly Praveen : A lot will depend upon how these two lads convert chances in the final front. Rahim Ali a resident of West Bengal is a tremendous intelligent forward who is a regular player in Mohun Bagan Junior team, will hope his partnership with Rahul a very creative attacking midfielder and another CR7 fan like himself, bring some laurels.



Sports Endorsements: Which three Indian players are minting the most amount of money?

Varun Singh - MSM 1



Virat Kohli

Virat Kohli has steered his way to the top after signing an INR 110-crore deal with Puma and has etched his name in the most marketable athletes list of the nation. Prior to this, Virat signed an INR 6.5 crore deal with MRF, an INR 5 crore 18-month deal with Audi India and in total had earnings of Rs. 134.44 crore in 2016. Manyavar, Flying Machine, Fair and Lovely, Fast Track, Munch, Cinthol, Clear Shampoo and Celkon Mobiles are also some of the biggest brands endorsed by him. Following this, he also became the only Indian to be featured on the Forbes' list of world's highest-paid athletes in 2017.



PV Sindhu

The changing dynamics of Indian sports has pushed major brands to sign sports celebrities other than cricketers and Ms. Sindhu is leading the way in this category. She has cumulatively signed INR 50-crore deal with multiple brands which is the biggest deal signed by a non-cricketer. Her managing agency, Base Line Ventures Ltd, has really put a lot of efforts for securing her brands like PepsiCo, Reckitt Benckiser, Yonex, Myntra, Bank of Baroda, GST Bill among many others.



MS Dhoni

With Dhoni stepping down from the captaincy, his endorsements also faced a dip, still he managed a huge sum of INR 122.48 crores in 2016. Apart from his endorsements like Gulf Oil, Boost, Revital, TVS motors, Spartan Sports and Maxx Mobiles, his own co-produced biopic did an overall business of INR 130 crore in India alone. He co-owns a Ranchi based Hockey club Ranchi Rays and Chennaiyan FC. His list doesn't end here; he also co-partners an FIM Supersport World Championship team with Akkineni Nagarjun named Mahi Racing Team India.

Indian government initiates a revolution: The National Talent Search Portal

Hardik Gagrani - MSM 1

National Sports Talent Search Portal, is a landmark revolution in the sports industry of India which shall help generate a hub of skilled sports players from different parts of the nation who'll be polished by the coaches and mentors of SAI (Sports Authority of India). It looks to provide opportunities to connect with grassroots sports - NTSN, PAN India Sports Project: approved by SAI and Youth Affairs Of Sports Govt. of India.

The portal, www.nationalsportstalenthunt.com aims to provide a direct link to help kids and youngsters reach the ministry and senior sports administrators with their achievements. Anyone over the age of eight can register and upload their bio-data or videos on the website, the exceptional ones shall be shortlisted for further specialized training. Moreover; parents, teachers and coaches can also register on behalf of their wards.

Appreciating the portal, Vice-President Mr. Naidu also admitted that individual success in India was more a result of sustained perseverance than any systemic support from the government. "We need to create good infrastructure for sports in all states and nurture talent from an early age. Barring cricket and hockey earlier, our success in sports is sporadic and more a result of individual effort and excellence rather than any state patronage and encouragement. That must change," he said.

A transparent portal would not only help provide a level playing field for all applicants but also create a healthy competitive environment. The selected sportspersons would not only be trained in their respective area of excellence at Sports Authority of India's centers but also get assistance in their studies and scholarships. The portal has been one of government's important project and has been in the making since a year back and is thus, an onset for a great impact on sports in India.



Life at IISM - A Broad Spectrum of Activities

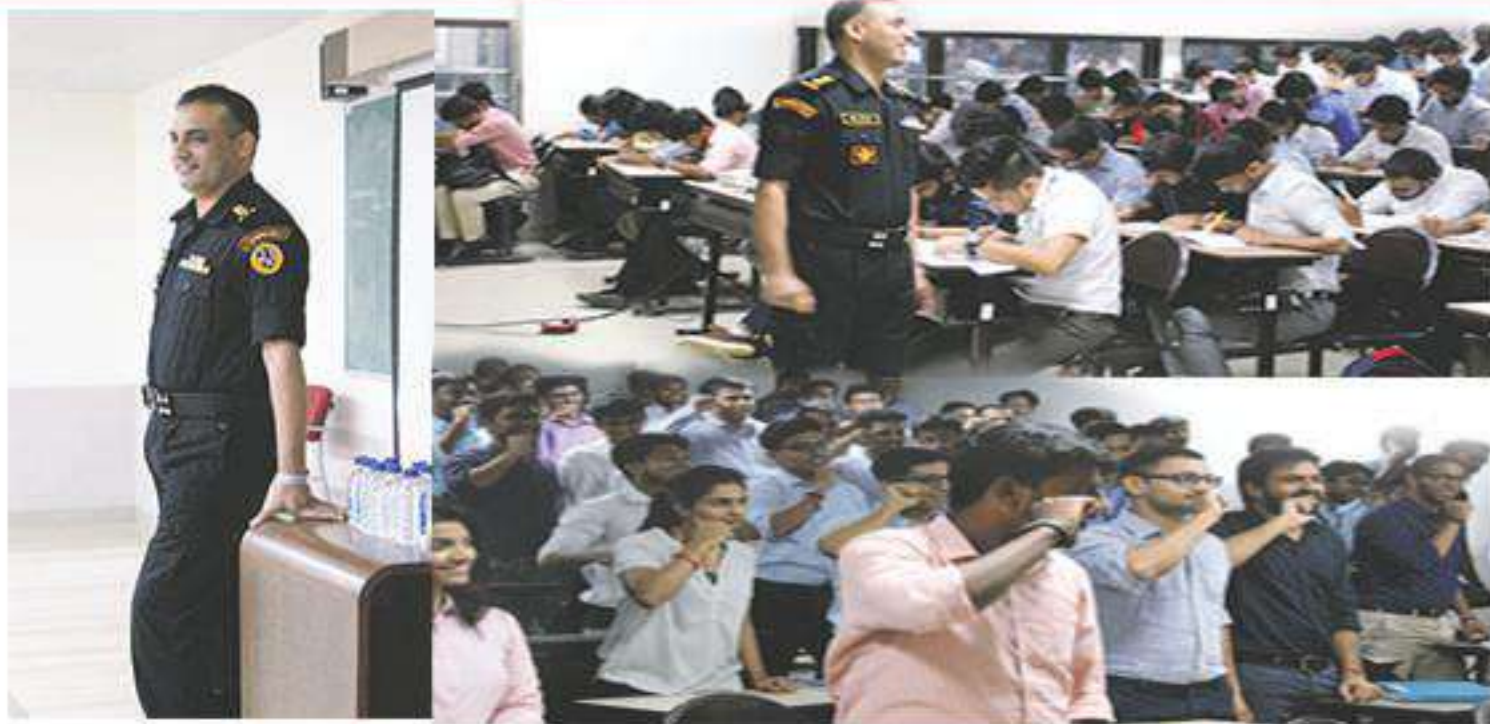
Gaurav Kadam - MSM 1

Life in a management college may sound monotonous to some but at IISM that is certainly not the case. IISM provides its students opportunities to delve into various facets of professional life and provides experiences that enrich them to mould themselves into well-balanced individuals. September was a power packed month for students outside the classroom. We take a look at the various activities:

Live Exposure: Premier Futsal League

IISM students from all batches (MSM, PG, BSM) were able to witness the futsal action at the Mumbai leg of the Premier Futsal League (PFL). PFL was a big event held at the NSCI Dome in Mumbai which saw massive stars like Ronaldinho, Paul Scholes, Ryan Giggs taking to the field to promote the game in India. There was a special moment of pride for IISM with MSM second year student Mohd Umar playing for the Kerala franchise, captained by Michel Salgado.





Motivational Seminar by NSG Commando

In a refreshing change for IISM students, the students of PG and MSM batches had a 2-hour seminar by Colonel Rajesh Langeh (2IC, NSG) of the Mumbai NSG Division on the topic - "Fight against Terror, a Collective Responsibility and Importance of Crisis Management". Colonel Rajesh gave a very insightful talk about how certain challenges faced by the NSG Commandos require mental and physical qualities that a management student can learn and apply in real life situations.



Event Management Seminar

The BSM students of IISM witnessed an invigorating seminar in a very crucial aspect of Sports Management - Event Management. The seminar was conducted by Ms. Reema Sanghavi, Managing Director, Maximus Mice & Media Solutions and Co-Founder of the Pinkathon, India's Biggest Women's Run. She highlighted the fact that marketing programs and events have the greatest impact and best results when they are designed 'Target First' - to address the objective the brand wants to achieve. The students learned a great deal of what it takes to stage a big scale event from scratch until the D-day.



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