

EXPERIENCE THE EXCITEMENT OF SPORTS

7TH TO 9TH DEC, 2023

IICC, NEW DELHI, INDIA



PLAY AREAS | EXHIBITION | CONFERENCE
EDUCATION | SKILL DEVELOPMENT | E-GAMING

vertex
NEXT



Few Esteemed SPEFL-SC Board Members



Mr. Jalaj Dani
President Emeritus Co
Promoter- Asian Paints



Mr. Neeraj Jain
President
MD, COSCO



Mr. Pankaj Singh
Sr. Vice President
Add. Director,
Head Sport, FICCI



Mr. Sujit Panigrahi
Secretary
Founder and CEO,
Fitness 365



Mr. Arun Vasu
Vice President
MD, T.T. Group



Mr. Vipen Vig
Treasurer Member,
National Rifle Association of India



Mr. Gopi Chand Pullela
Executive Member
Badminton Player & Coach



Mr. M. S. Dhoni
Honorary Member
Cricketer



Mr. Tahsin Zahid
CEO-SPEFL-SC

India Sports & Fitness Festival is a lively celebration of the Indian Sports, exhilarating the sports literacy in India while uniting the nation for a fit and enhanced lifestyle.

INDIA'S SPORTS LANDSCAPE

By 2023, it is anticipated that India's sports & fitness market will be worth \$5.6 billion, expanding at a remarkable rate of 18-20%

Sports Literacy





What is ISFF

Empowering Bodies, Inspiring Champions: Unleashing the Potential of Sports and Fitness



Sports & fitness provide better health to the county, promoting unity, bringing people together, and providing a platform for the growth and development of society. Sports help promote better physical and mental health for people of all ages. From visibility to credibility, exhibiting at the India Sports & Fitness Festival has numerous benefits for your business. Exhibiting at the event not only allows you to connect directly with customers and prospects but also your business partners, distributors, retailers, export houses, chambers, state and central boards & associations. ISFF lets you look beyond the boundaries of just b2b space and see how end customers interact with products and services.

Conference



3 days thought leadership conference will see speakers from government organisations, industry leaders and influencers sharing their thoughts on the industry and what steps need to be taken to improve the overall sports literacy in india

Exhibition



The floor space will cover over 100,000 sq ft of area with manufactures & service providers from the Sports & Fitness sector displaying their products and technology over 3 days and network with the target audience.

Activity Area



Various social events will be planned to engage the youth & children from across the country creating an awareness amongst them on the importance of being fit and opportunities that the this sector can offer them.

Visitors Profile

- ✓ School, College & Universities
- ✓ Importers & Exporters
- ✓ MNC, PSU's and big corporates
- ✓ State Govt. – Sports Departments
- ✓ Sports Academies & Clubs
- ✓ National & International Sports Federations and Associations
- ✓ Players & Trainers
- ✓ Sports Consultants
- ✓ Dealers, Distributors and Retailers

Exhibitors Profile

Sporting Goods	Infrastructure Facilities & Services
Sportswear & Accessories	Sports Technology
Gym Equipment	Machinery
Sports Footwear	Sports Equipment
Sports Tourism	Sports Cosmetics
Sports Educational Institute	Games & Gaming Equipment
Adventure Sports	Sports Science & Medicine
Supplements	Sports Flooring
E-Gaming	



Key Theme

Conference

LEADERSHIP LESSONS Sports teach you	GLOBAL SPORTS PLATFORMS How they can change lives	WELLBEING & YOGA Promoting better mental health with sports & yoga
NURTURING TALENT Backup options for aspirational achievers	OPPORTUNITIES International opportunities and sports tourism	EVENTS Sports event management
SPORTS SCIENCE AND TECH The future is here	VISION OLYMPIC Enabling and accelerating government schemes	FACILITIES Advancing sports facilities
SPORTS A community, a platform, an opportunity	UNITING PEOPLE Sports unite all people, all races, all classes and the masses	UNIQUE ARENA One dedicated common platform for sports community advocates



SPORTS FOR WOMEN



SPORTS FOR CHILDREN



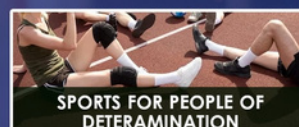
SPORTS CSR



SKILL DEVELOPMENT



ADVENTURE SPORTS



SPORTS FOR PEOPLE OF DETERMINATION

Visitors Profile

India Sports & Fitness Festival (ISFF) – IICC, H332+M35, Sector 25 Dwarka, Dwarka, New Delhi
7th – 9th December 2023, 10.00 – 6.00 pm

DAY – 01

10.00 am – 11.00 am

"ISFF Inauguration (10.00 am – 11.30 am)
Venue: Conference area
– Lighting of lamp
– Opening speech ISFF Chairman
– FICCI DG welcome speech
– Chief Guest announces opening of ISFF (PM, MoS, Sports Sec, DG SAI etc.)"

11.00 am – 11.30 am

Walkthrough of the Exhibition by the Chief Guest and other dignitaries

12.30 am – 4.30 am

"ISFF Conference opening
Venue: Conference area
Hosted by: Sportstar
Moderated by: Archana Vijaya
Agenda: TBC"

"Fire side chats / Seminars
Venue: Exhibition floor
Speakers: Sports influencers / Industry leaders"

4.30 am – 5.30 am

"ISFF Inauguration (10.00 am – 11.30 am)
Venue: Conference area
– Lighting of lamp
– Opening speech ISFF Chairman
– FICCI DG welcome speech
– Chief Guest announces opening of ISFF (PM, MoS, Sports Sec, DG SAI etc.)"

DAY – 02

InVIP Lunch: 12:30 am – 3.30 pm – ISFF Exhibition Day 1: Play areas open to trade visitors and public

8.00 am – 8.30 am

"Cycle Event
Identify celebrity
Venue: TBD
Tie-up with Federation"

11.00 am – 11.30 am

"ISFF Conference Day 2
Venue: Conference area
Hosted by: Sportstar
Moderated by: Archana Vijaya
Agenda: TBC" "Fire side chats / Seminars
Venue: Exhibition floor
Speakers: Exhibitors / Sponsors / Sports influencers / Industry leaders
Agenda: TBD"

12.30 am – 4.30 am

"CEO's Round Table
Discussions
with 4-5 States secretaries
30 – 40 major sports & fitness mfg.
Venue: Break out rooms within ICC"

4.30 am – 5.30 am

"ISFF Inauguration (10.00 am – 11.30 am)
Venue: Conference area
– Lighting of lamp
– Opening speech ISFF Chairman
– FICCI DG welcome speech
– Chief Guest announces opening of ISFF (PM, MoS, Sports Sec, DG SAI etc.)"

DAY – 03

InVIP Lunch: 12:30 am – 3.30 pm – ISFF Exhibition Day 1: Play areas open to trade visitors and public

8.00 am – 8.30 am

"Marathon with Milind
Flag off by VIP (TBD)
Venue: ICC Dwarka
Tie-up with Athletes Federation"

11.00 am – 11.30 am

"ISFF Conference Day 3
Venue: Conference area
Hosted by: Sportstar
Moderated by: Archana Vijaya
Agenda: TBC" "Fire side chats / Seminars
Venue: Exhibition floor
Speakers: Sports influencers / Industry leaders
Agenda: TBD"

12.30 am – 4.30 am

"ISFF Core committee meeting with Sponsors & Key Exhibitors to announce & plan agenda of ISFF 2024 Venue: ICC breakout rooms"

6.00 am – 8.30 am

Musical closing ceremony

VIP Lunch: 12.30 am – 3.30 pm

"ISFF Exhibition Day 3: Play areas open to Trade visitors and public.
Exhibition closes at 5.00 pm"