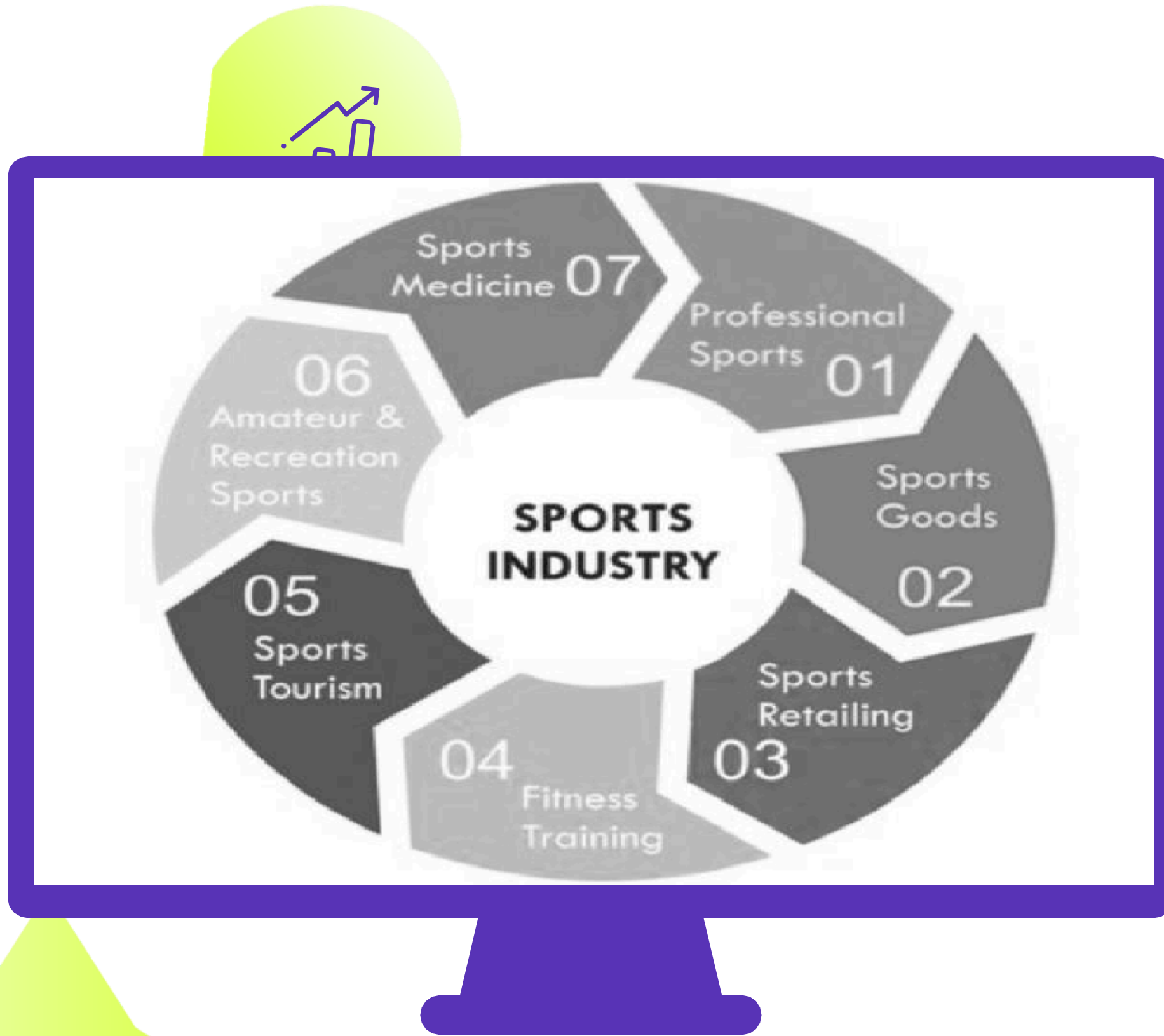




Sports Economy: Sport as a Driver of Sustainable Economic Growth

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Sports Economy

The economic impact of sports is multifaceted, encompassing sponsorship, media, tourism, and local development.

This presentation explores how sports significantly contribute to economic growth, employment, and global market dynamics.

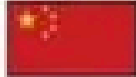





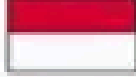

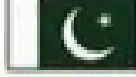




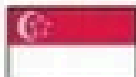
The Evolution of the Indian Sports Industry

2021 (INR Cr)	2021 (USD Mn)	2022 (INR Cr)	2022 (USD Mn)
2886	390	5907	748
625	85	749	95
6018	813	7553	956
9530	1288	14209	1799

- Recent years have witnessed growth in viewership, participation, fitness outlook, and economic conditions beyond cricket.
- Rising disposable incomes fuel demand for sports goods and services.
- Industry transformation attracts investment in manufacturing, retail, advertising, management, and athlete training.
- Indian sports industry is poised to reach Σ 10 billion (Rs 8310 Crore) in 5 years, with over 15 domestic leagues spanning wrestling, football, kabaddi, boxing, and badminton, leading to significant business growth.

Medal tally: How Asia did in the 2024 Paris Olympics

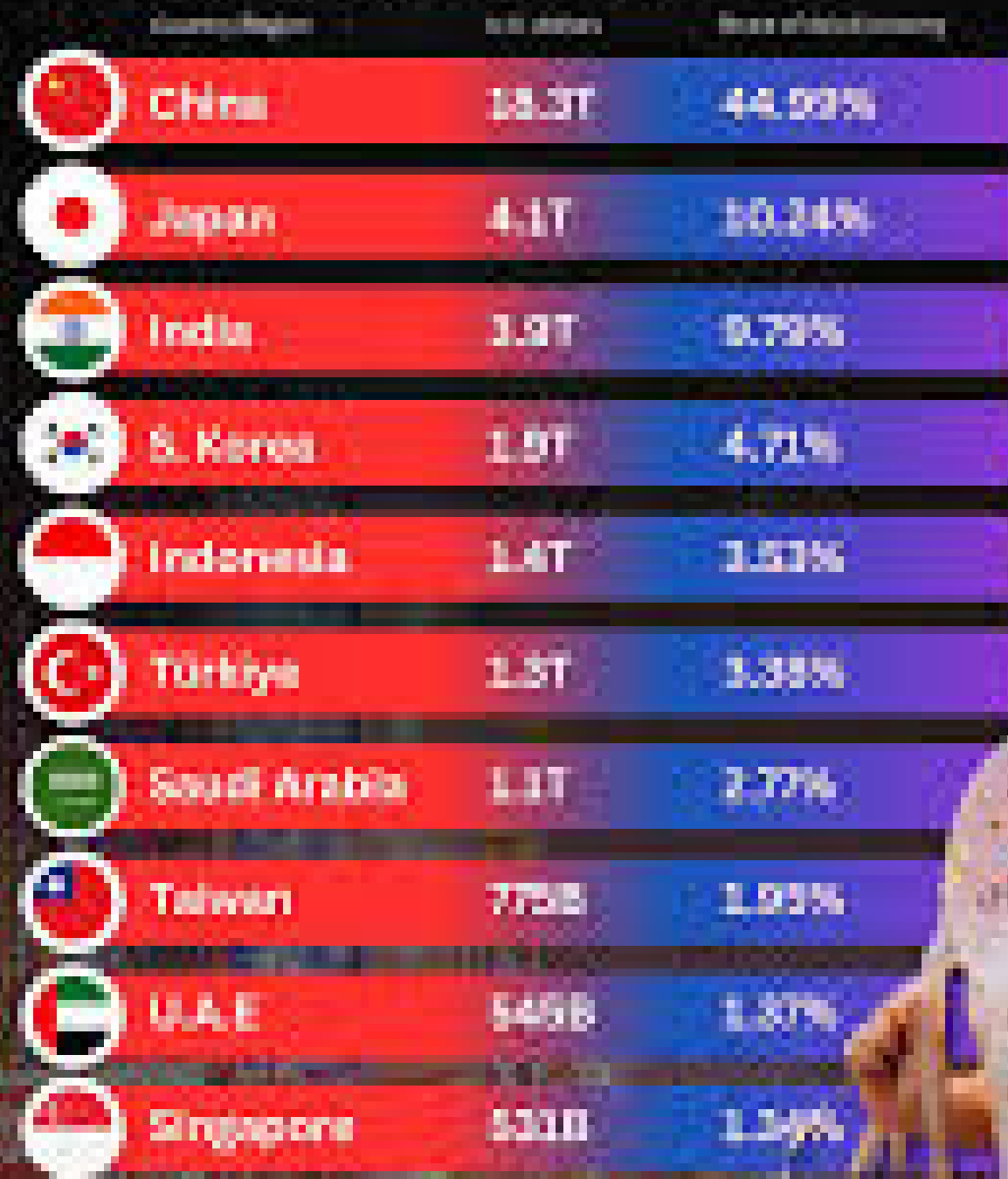
Medal count for teams from East, southeast and south Asia

Final standing		Gold	Silver	Bronze	Total
2	 People's Republic of China	40	27	24	91
3	 Japan	20	12	13	45
8	 Republic of Korea	13	9	10	32
35	 Chinese Taipei	2	0	5	7
37	 Hong Kong, China	2	0	2	4
37	 Philippines	2	0	2	4
39	 Indonesia	2	0	1	3
44	 Thailand	1	3	2	6
62	 Pakistan	1	0	0	1
68	 Democratic People's Republic of Korea	0	2	4	6
71	 India	0	1	5	6
74	 Mongolia	0	1	0	1
80	 Malaysia	0	0	2	2
84	 Singapore	0	0	1	1

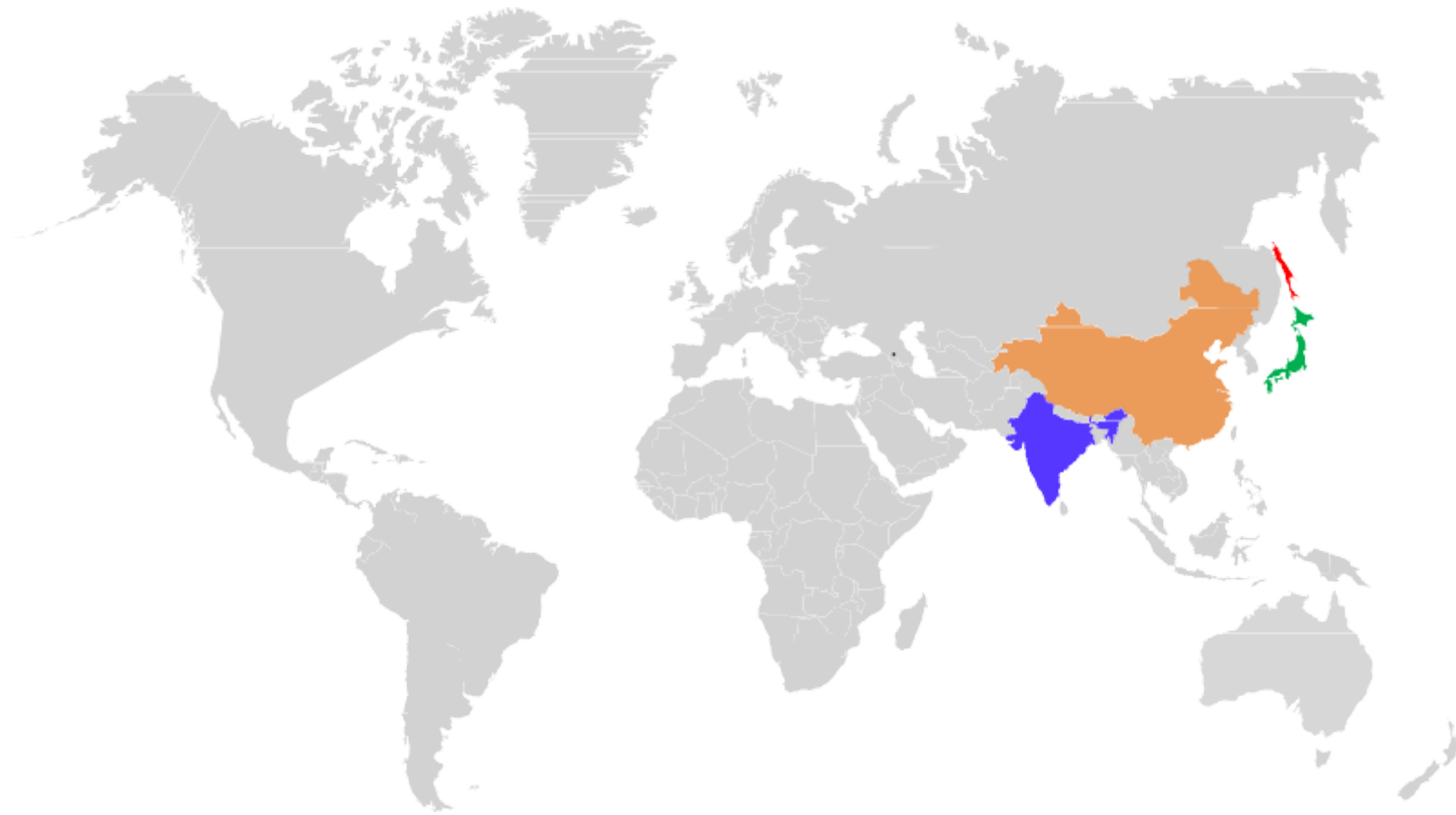


ASIAN COUNTRIES WITH THE HIGHEST GDP

Asian country's 2023 GDP and their share of the region's GDP



International Trade Infographics



China

Largest economy in Asia & Won Highest Number of Medals

GOLD	SILVER	BRONZE	TOTAL
201	111	71	383

South Korea

5th Largest Economy in Asia

GOLD	SILVER	BRONZE	TOTAL
52	67	69	188

Japan

3rd largest Economy in Asia

GOLD	SILVER	BRONZE	TOTAL
42	59	89	190

India

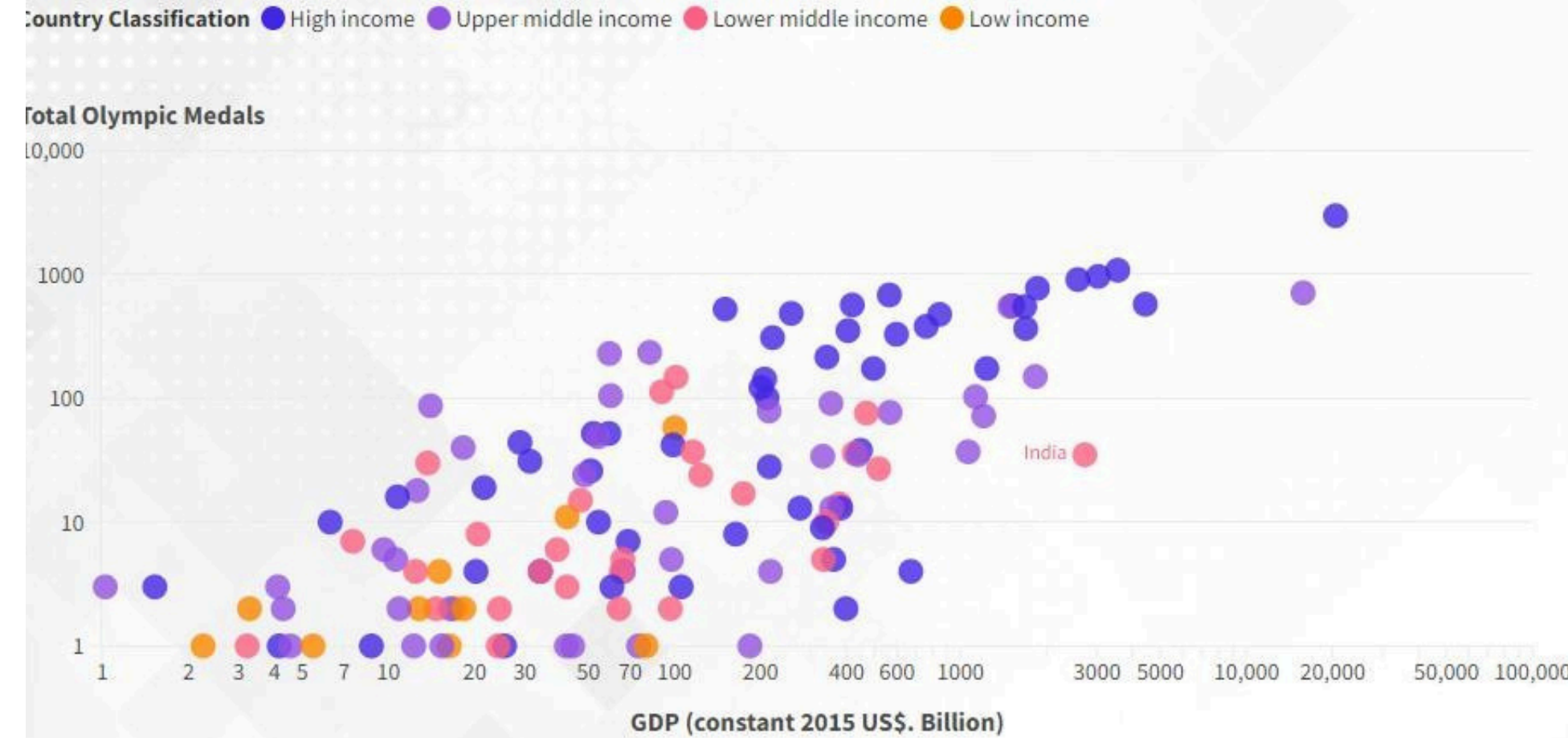
2nd Largest Economy in Asia

GOLD	SILVER	BRONZE	TOTAL
28	38	41	107

Global Scenario

- An analysis of historical data on Olympic medal hauls shows that countries with bigger GDPs and higher per capita incomes have had better luck winning medals.
- The United States, the world's biggest economy, is also far ahead of others when it comes to the number of Olympic medals won over the years.
- More than 80 percent of the medals have historically been won by high-income countries. Upper-middle-income countries accounted for around 16 percent of the medals won.
- Notably, low-middle-income and low-income countries accounted for less than 4 % and 0.5 % of medals, respectively, won at the Olympic Games over the years.

HIGH INCOME COUNTRIES HAVE WON MORE OLYMPIC MEDALS



source: Wisevoter, Our World in Data, World Bank • The Soviet Union have won a total of 1,204 medals, making it the second most successful country in Olympic history. However, since the dissolution of the Soviet Union, its medals have been divided among several countries that emerged from its territory.



WORLD'S TOP 10 LARGEST ECONOMIES IN 2025

1.		United States	\$30.51 trillion	6.		United Kingdom	\$3.84 trillion
2.		China	\$19.23 trillion	7.		France	\$3.21 trillion
3.		Germany	\$4.74 trillion	8.		Italy	\$2.19 trillion

The onset of Sports Leagues in India

- The introduction of sports leagues in India has revolutionized the sports industry.
- Leagues empowered and uplifted the sports sector significantly.
- Benefits extend to sportsmen, enhancing both their performance and games.
- Notably, the Indian Premier League (IPL) is valued at \$5.3 billion.
- Other leagues like Pro Kabaddi League, ISL, contributed, elevating the Indian sports industry from \$1.3 billion to \$2.7 billion.
- These initiatives, collectively have accelerated the sports economy's growth in recent decades.



Major players in the growth of the Indian sports economy

- Institutions like the Indian Premier League (IPL) and government initiatives played pivotal roles in elevating India's sports economy.
- IPL's success model extended to kabaddi, football, volleyball, and hockey, boosting both the games and revenue.
- Private league strategies, especially in football, enhanced overall viewership.
- Pro Kabaddi League recorded 1.2 billion impressions, Premier Badminton League reached 200 million TV units, and Indian Super League garnered 34 million viewers.
- These leagues are essential for attracting fans and sponsors, proving profitable for the nation.

ICC REVENUE SHARE MODEL (2024-27)

Out of ICC's **total projected earnings of \$600M**, BCCI set to take home a whopping 38.5% i.e \$231 million/year.

FULL MEMBERS
88.81% | \$532.84 M

ASSOCIATE MEMBERS
11.19% | \$67.16 M

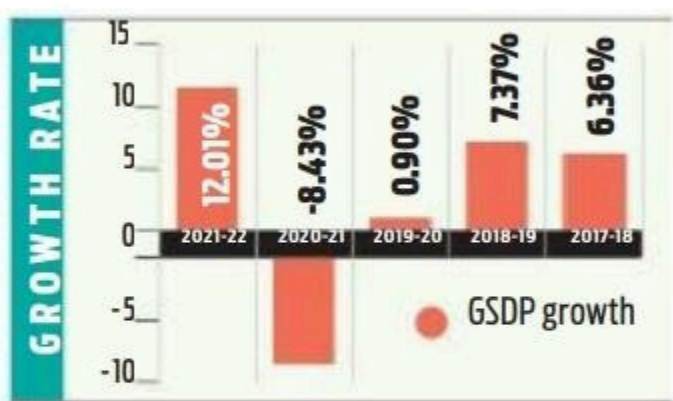


KICK OFF TIME

Kerala economy grows 12.01% after '-ve' yr

RAJESH ABRAHAM @Kochi

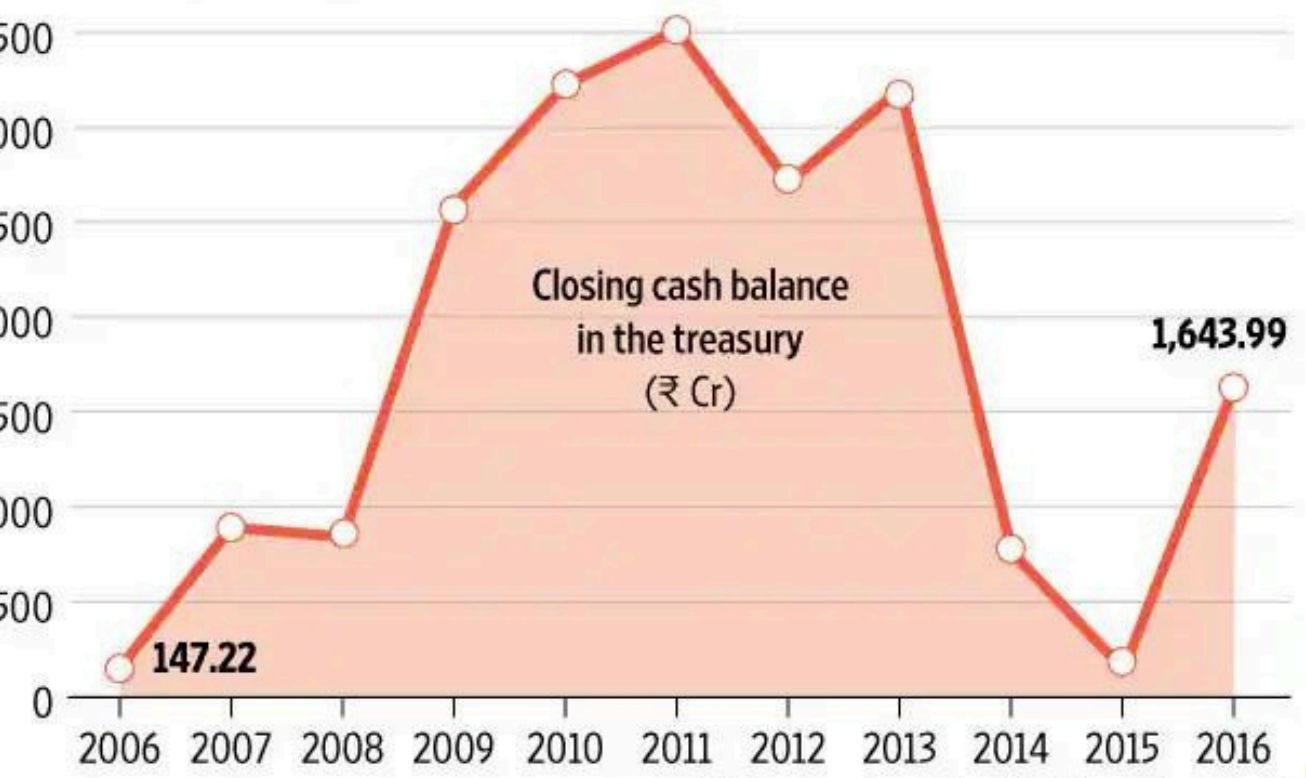
BUOYED by a surge in tourism-related segments, Kerala's economy is on the path to revival after a two-year slump brought on by the pandemic. As per the data released by the economics and statistics department on Tuesday, the state's Gross State Domestic Product (GSDP) for 2021-22 showed a robust growth of 12.01%, its fastest in a decade, owing to the lower base of previous year. This is much faster than the national economic growth rate of 8.7% in 2021-22. Kerala's GSDP growth rate was negative in 2020-21 (-8.43%) and just



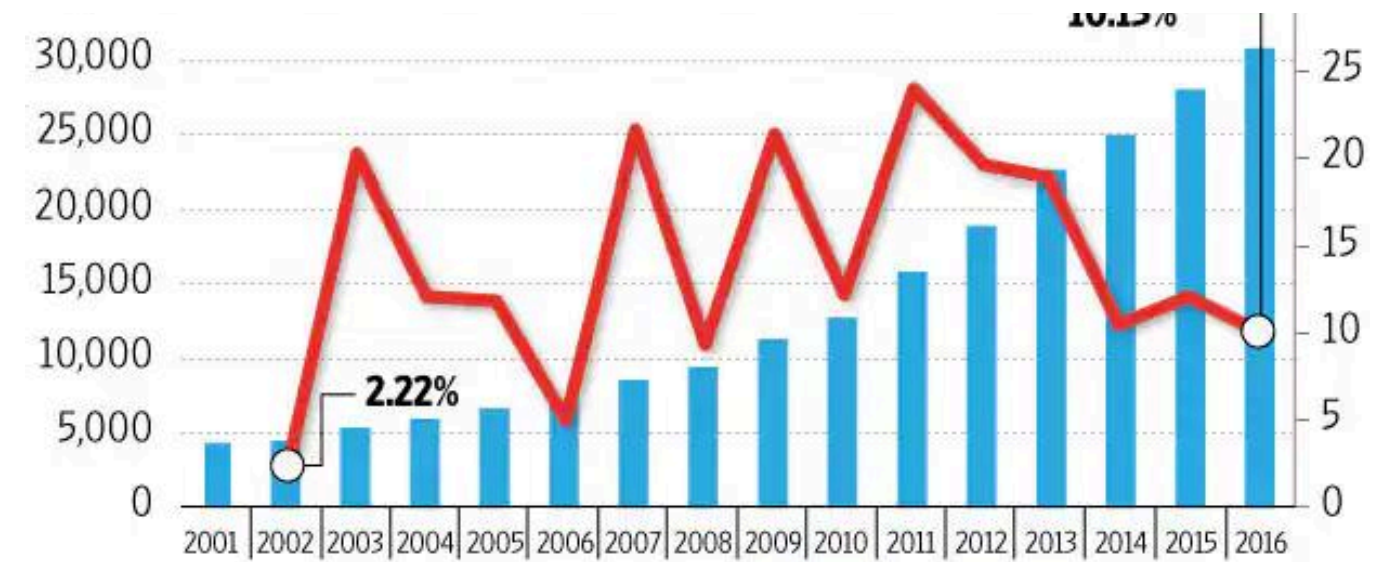
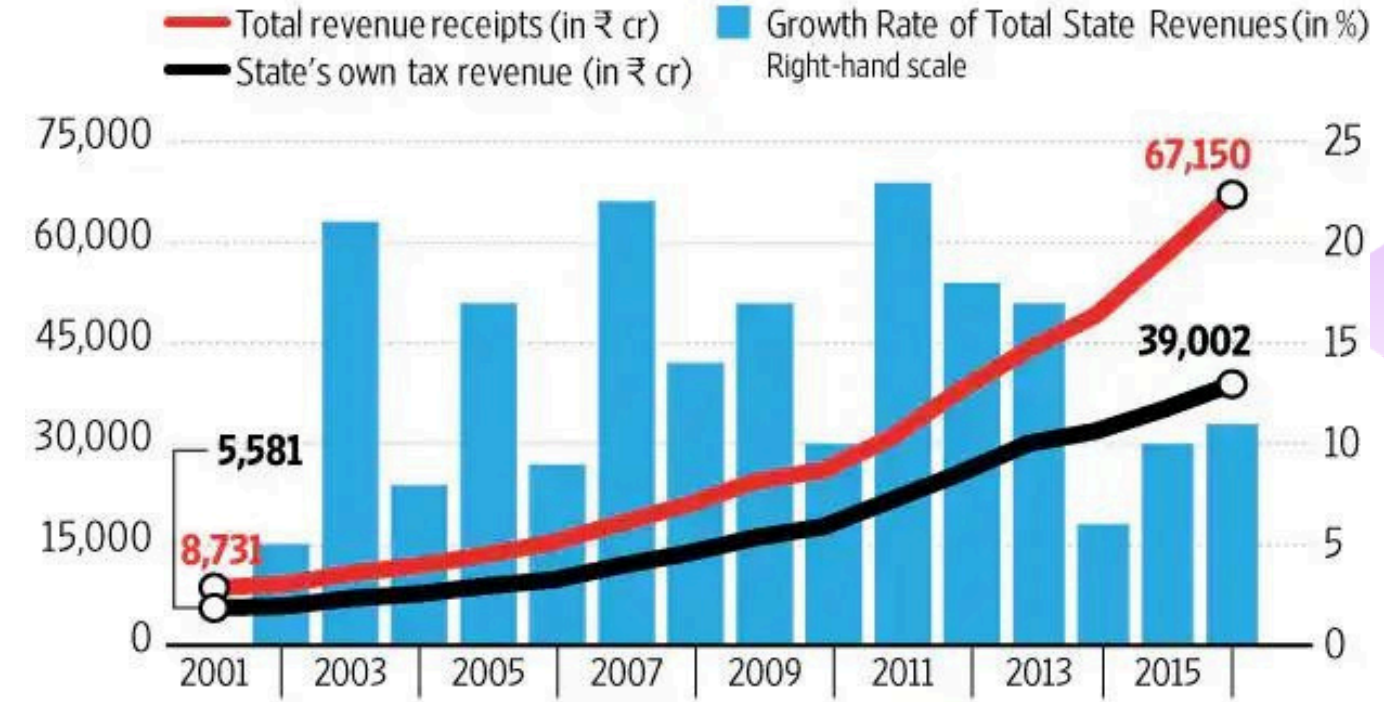
0.9% in 2019-20, owing to the slowdown induced by Covid. In absolute terms, Kerala's GSDP stood at ₹5,73,591.46 crore in the fiscal year ending March, compared to ₹5,12,076.08 crore in 2020-21. The state's economy also surpassed its

highest level, ₹5,59,194.18 crore reported in 2019-20. Amid sectors, hotels and restaurants grew at a scorching pace of 114.03%, the fastest by any segment. They were followed by air transport which registered a growth of 74.94%. In 2020-21, both the segments had recorded negative growth of -58.76% and -67.45%, respectively, courtesy the pandemic and the travel restrictions. However, M A Oommen, honorary fellow of Thiruvananthapuram-based Centre for Development Studies, said the GSDP data was nothing to write home about. ● More on P4

STATUS OF CASH RESERVES IN THE TREASURY



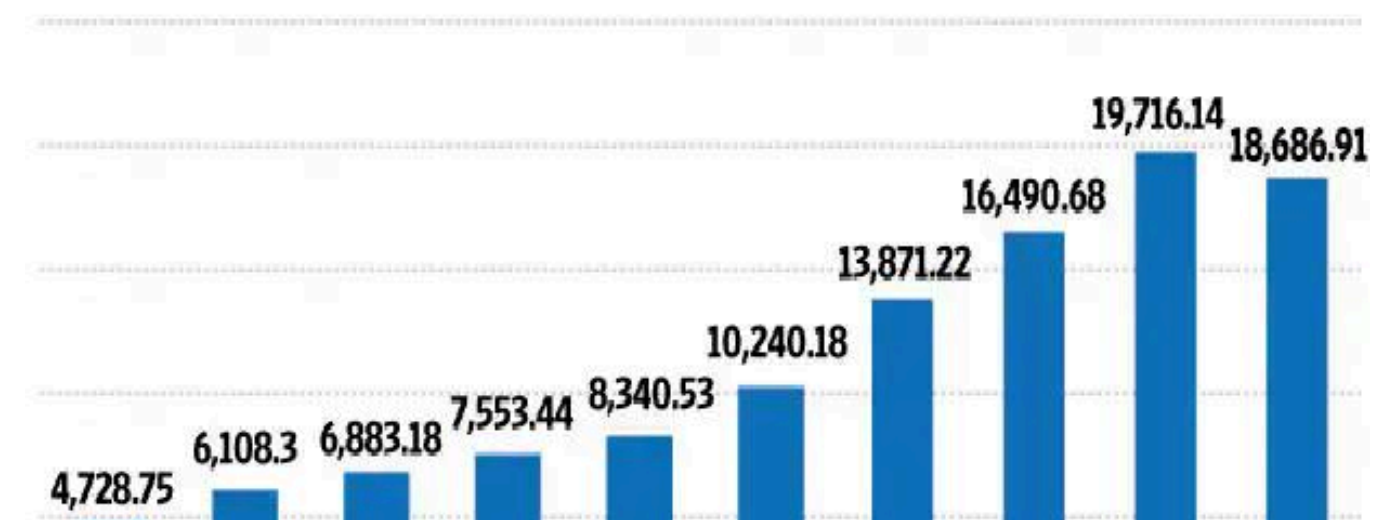
Source: White paper released by state finance department



Source: White paper released by state finance department.

HUGE INCREASE IN NON-PLAN EXPENDITURE

Non-Plan Revenue Expenditure minus Salaries, Interest and Pension (NPRE-SIP) (₹ Cr)



KERALA BLASTERS IMPACT



ECONOMIC IMPACT OF ONE KERALA BLASTERS GAME IN ERNAKULAM CITY

₹ 40,000

20,000 spectators/ 20,000 times spectators visit public toilet Cost-Rs.2/visit

₹ 3,00,000

30,000 spectators buy 1 pack peanut Cost- Rs.10/pack

₹ 8,00,000

40,000 spectators buy 1 ltr water Cost- Rs.20/bottle

₹ 90,00,000

Rs.300/ticket as the average ticket rate & 30,000 tickets

₹ 18,00,000

A spectator travels average 30kms to watch the game 30,000 spectators & Rs.2/km

₹ 50,00,000

5,000 spectators use lodging facilities Rs.1000/bed



**SPORTS & MANAGEMENT
RESEARCH INSTITUTE**

MAKING SPORTS MANAGERS & SPORTS ENGINEERS IN INDIA

“The Economic Impact of One Kerala Blasters Game in Ernakulum City, Indicates how Sports Can Play a Pivotal Role in Uplifting and Supporting the Economy in a big way in Kerala.”

This is the minimum revenue flow based on pessimistic numbers. Big revenue items like Advertising and Salaries does not included.

Prepared by: Dept of SPORTS ECONOMICS, SMRI

EXAMPLES OF BENEFITS OF SPORTING EVENTS FOR HOST NATION/CITY

INCLUDING DIRECT, INDIRECT AND INDUCED IMPACTS BEFORE AND AFTER THE EVENT



Increased exposure
as a tourist
destination



Infrastructure
investment



Employment related
to the event



Feel-good
factor



Spending by
visitors



Business
legacy



Increased
participation
in sport

Impact of sports on economy can be studied under the following headings

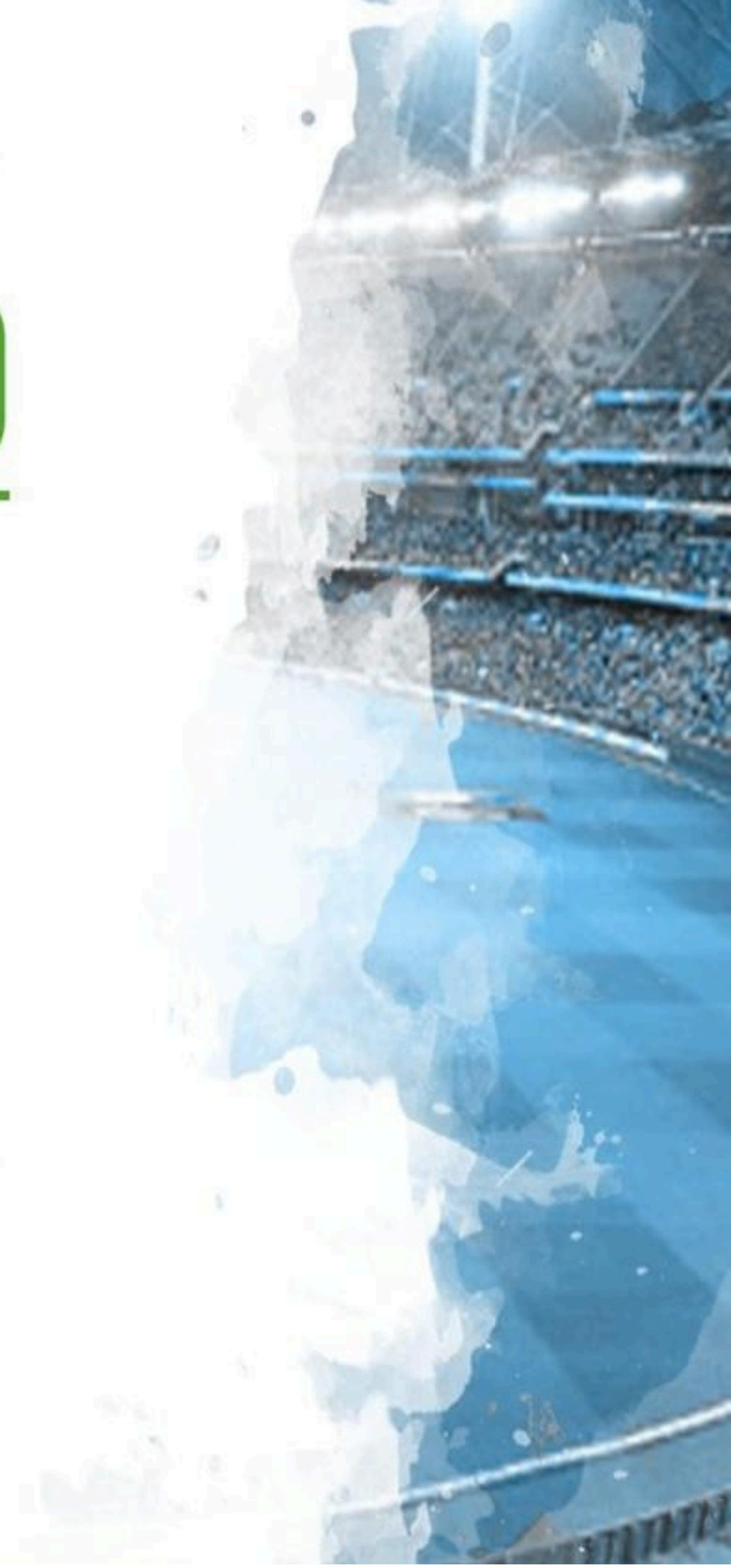


Impact of sports on economy

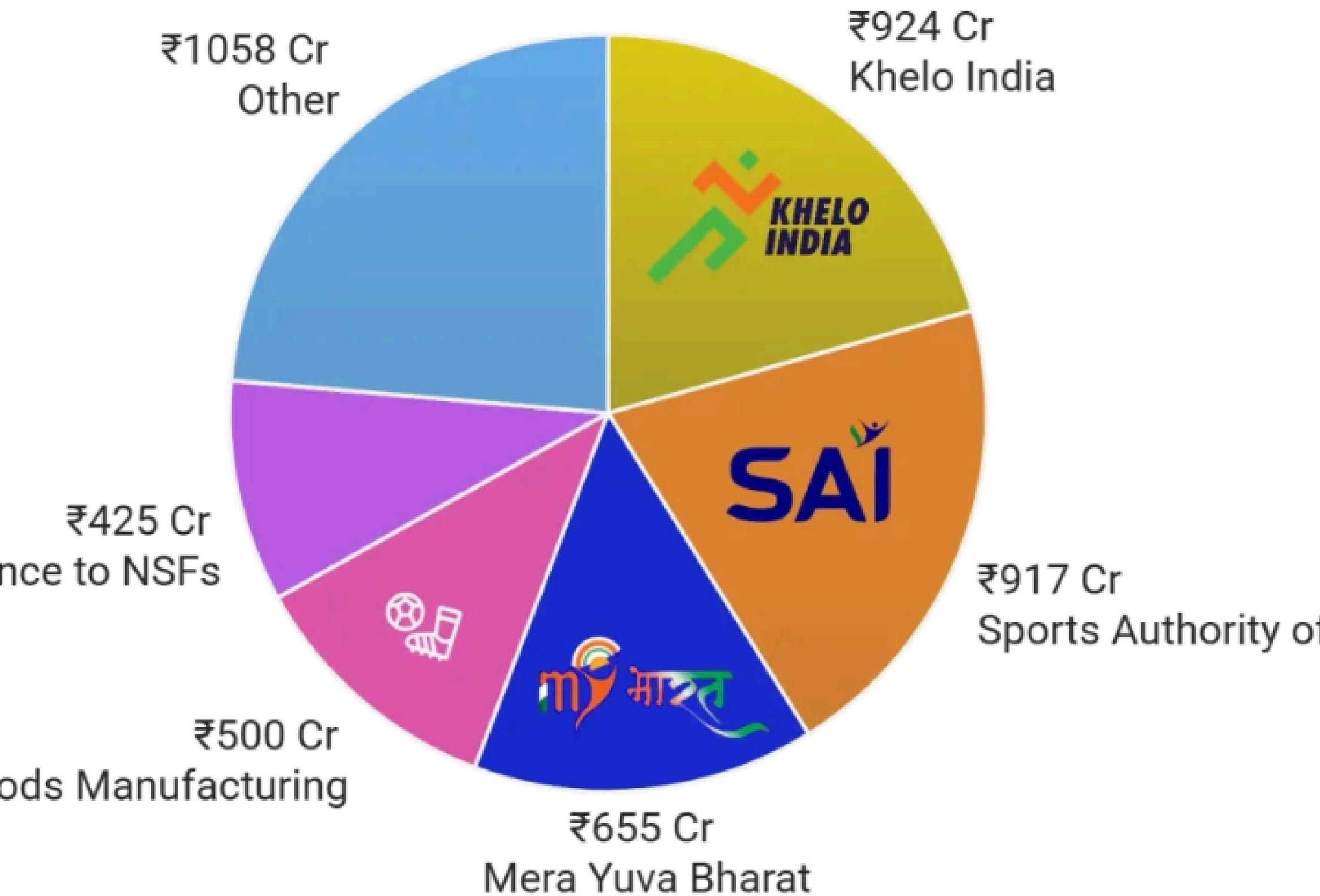
- Revenue Generation
- Job Creation
- Infrastructure Development
- Tourism Boost
- Increase in tax contributions
- Community Building
- Economic Diversification

0.01%

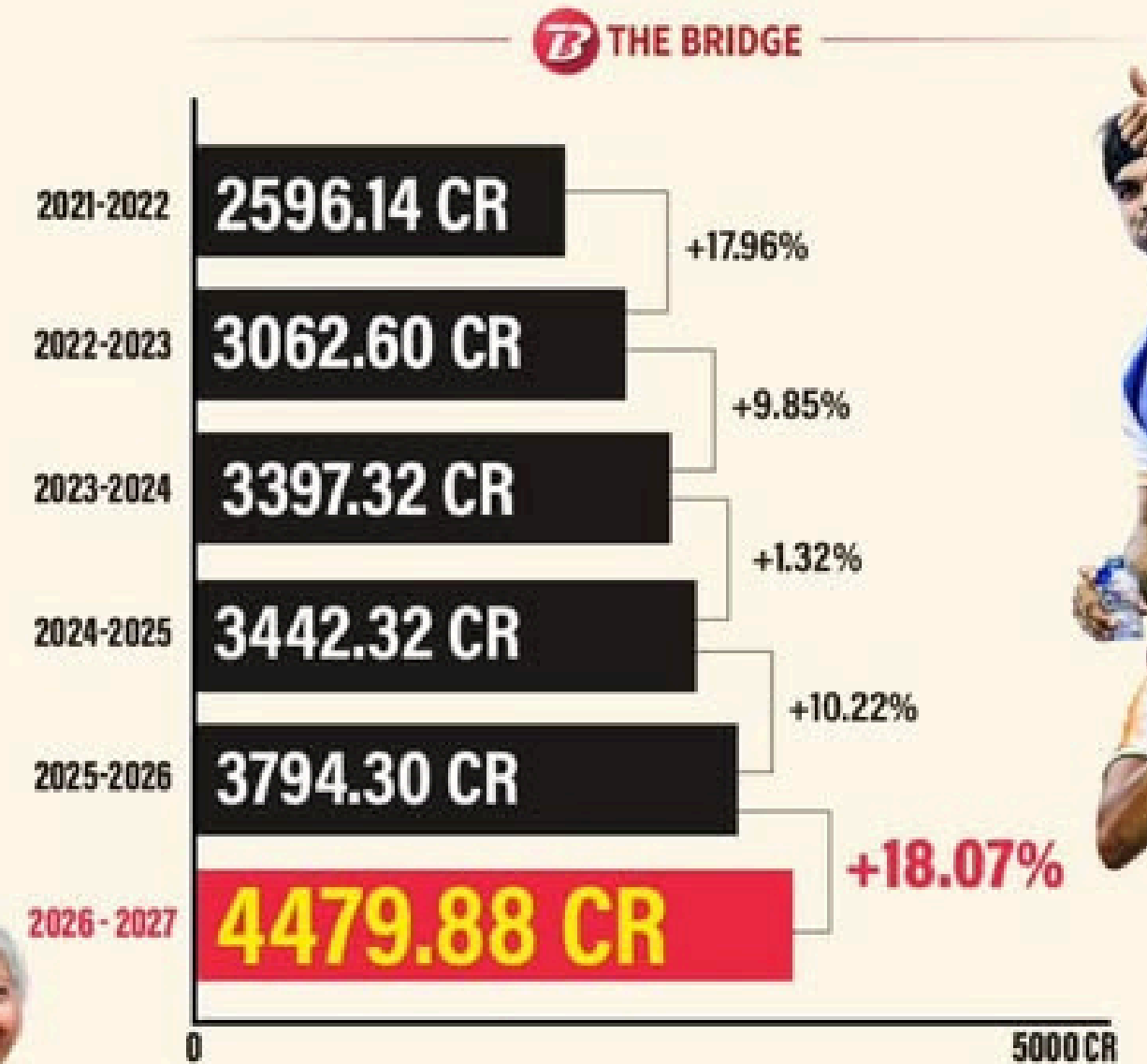
**IPL'S
CONTRIBUTION
TO THE INDIAN
GDP**



India's Sports Budget 2026-27 Allocation: Key Components



SPORTS BUDGET GOES UP BY 18.07%



**HIGHEST INCREASE
5 YEARS!**



WAY FORWARD

The sports sector in India as an industry is likely to go up five times to reach a value of USD 100 billion by 2027 from USD 27 billion in 2020. To tap into this potential and revive the sports culture, the government of Kerala should revisit the sporting framework in the state.

Recognizing Sports as an Industry

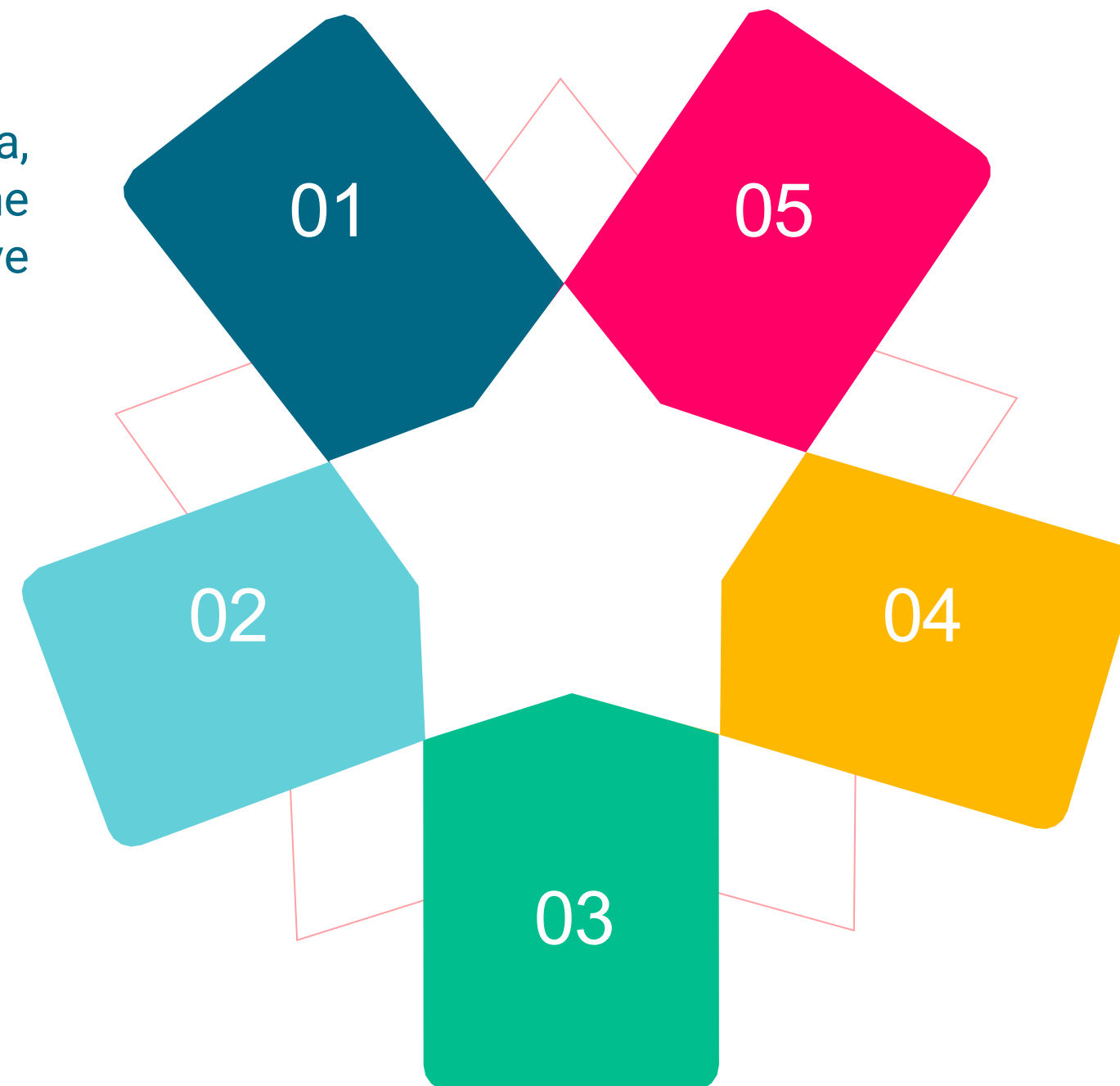
In a fast-growing economy like India, there is tremendous potential for the sports sector to develop and achieve the status of an industry.

Promoting Industry-based Sports Education Programmes

Such as sports management programs, sports medicine, sports nutrition, sports tourism, and affiliated sectors.

Assistance for R&D in Sports

Government investment in sports analytics, medicine, and affordable equipment fosters self-reliance, advancing technology and enhancing Kerala's sports sector.



Provide Land and Invest in Sports Infrastructure through the PPP Model

Public-Private Partnership (PPP) model works best for building sports infrastructure. Also, a long-term land lease will help to get adequate land to build such facilities.

Tap into emerging sports like eSports

E-Sports is a rapidly expanding industry that has drawn viewers and investments alike. If proper attention and support are given, Kerala, with its young demography, stands a chance to gain from this sector.

Unlocking Kerala's Economic Potential Through Sports

A

Investment in Sports Infrastructure

B

Sports Education and Academies

C

Promotion of Grassroots Sports

D

Marketing and Branding of Local Teams



Unlocking Kerala's Economic Potential Through Sports

E

**Adventure Sports and
Sports Tourism
Promotion**



F

**Establishment and
Support for Sports-
related Businesses**

G

**Skill Development and
Capacity building
Programs**

H

**Government
Recognition and
Support**

Conduision

- In conclusion, the impact of sports on the Indian economy is multifaceted and transformative. Over the years, the Kerala state has witnessed a paradigm shift in its sports culture, extending beyond football and cricket to embrace a diverse array of sports.
- This evolution has not only led to increased viewership and participation but has also triggered a positive effect on the state's economic landscape.
- The sports industry has become a robust revenue generator, with lucrative broadcasting deals, sponsorships, and merchandise sales contributing significantly, Kerala should also benefit through policy reforms.
- Job creation has been a notable outcome, ranging from athletes and coaches to professionals in marketing, event management, and sports science.
- Infrastructure development spurred by sports events has the potential to enhance the state's hosting capabilities and job creation.
- The Kerala sports industry must become a platform for brand promotion and advertising, fostering partnerships and driving growth in related sectors.
- Beyond monetary gains, sports contribute to Kerala's health and well-being, promoting an active lifestyle and potentially reducing healthcare costs.
- If Kerala invests in its diverse sports culture, the positive impact on its economy is poised to grow, reinforcing the symbiotic relationship between sports and state prosperity.

**Kerala, Gods' own Country
and
Sports Own Country Thank
You!!!**

