

10 Jan 2025

A professional headshot of a man with dark hair and a beard, wearing a dark suit jacket, a light blue striped shirt, and a white collared shirt underneath. He is smiling at the camera.

# AUDIT H. SHETH

*“The fears you don’t face becomes your limits”*

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Dynamic. Result Oriented. Creative

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*TransStadia Ahmedabad*

# Introduction

Udit Sheth is a pioneer and an entrepreneur who has created India's pioneering Sports Infrastructure Project on PPP Basis. He is the founder of the TransStadia Group and also part of the promoter family for the Setco Group. TransStadia is the world's first and only SuRe Certified Stadium, which is also LEED certified Gold & ISO certified 9000 and 14000.



*Rashtriya Khel Protsahan Puruskar*



# Early Career

Udit Sheth's early career was rooted in Finance and Operations, where he gained invaluable experience. He played a crucial role in the family business, Setco Automotive Limited, which helped him understand the commercial vehicle industry. During this time, he was involved in several international mergers and acquisitions, which broadened his business perspective. These early experiences equipped him with the skills and vision to found the TransStadia Group in 2008, revolutionizing sports infrastructure in India.



*Setco Automotive*



# Major Achievements

## TransStadia Group

- Founder & Managing Director.
- TransStadia is the world's first and only SuRe Certified Stadium, LEED certified Gold & ISO certified 9000 and 14000.
- TransStadia group focuses on Infrastructure, Sports & Entertainment, Hospitality, SMART CITY centers, Education, Sports Academies & High Performance, Wellness & Retail, Manufacturing & Technologies.
- India's 1st Pioneering PPP model sports infrastructure – The Arena, By TransStadia in central Ahmedabad, Gujarat.
- The company has been instrumental in recommending & drafting the Sports Policy of Gujarat, the Football Policy of Goa, and Sports Policies of 6 other states.



*National Sports Award Group Photo*



# Major Achievements

- Owner & Creator of the Ekaworld brand (Sports, Leisure & Wellness).
- Reports: TransStadia Ernst & Young Sports Industry Report (2010), TransStadia IIM Calcutta Report on Sports Infrastructure in India (2011), TransStadia & IIM Shillong – Status of Sports in Schools Report (2011).
- India Int'l Sports Summit (IISS).
- Woohoolive App – India's leading fan engagement Live Gameplay Mobile App.



*Prime Minister of India Shri Narendra Modi Inaugurated TransStadia*



# Major Achievements

## Setco Automotive Limited

- Promoter Family & Vice Chairman.
- BSE & NSE Listed company.
- Largest manufacturer of commercial vehicle clutches in India & 3rd largest worldwide.
- Strategy & Business Development, Driving Mergers & Acquisitions.



*With Gujarat Chief Minister Shri Bhupendrabhai Patel*

# Innovations and Contributions

- Innovated in Yoga – introduced Yogasana as a competitive sport declared by the Ministry of Youth Affairs and Sport in Dec 2020.
- Creation of technologically advanced stadiums with multiple services and technical inputs.
- Established various sports industry knowledge reports and conferences.



*With Padma Shri P T Usha*



# Key points

- President: Yogasana Bharat & Gujarat State Yogasana Sports Association
- Vice President: World Yogasana
- Vice President: Sportscom (India's leading Sports Body)
- Member: Padma Awards Committee 2019
- Member: Assocham Sports Committee
- Managing Committee: CII National Committee for Sports
- Member of Academic and Activity Council of the National Sports University
- Board of Management: YCMOU (Yashwantrao Chavan Maharashtra Open University)
- Board of Studies: Kaushalya Skill University, Gujarat
- Advisory Committee for Ministry of Youth Affairs and Sports: Fit India Movement
- Advisory Committee for Ministry of Ayush



*International Day of Yoga*



# Key points

- Member of the Yoga Certification Board, Govt. of India
- Planning Commission: Member of Steering Committee - Youth Affairs and Sports; Government of India, Planning Commission (HRD Division) for the development of the 12th plan
- Knowledge Partner: Exclusive Advisor to the Swarnim Gujarat Sports University (2012 - Ongoing)
- Knowledge Partner: Khel Mahakhumb – Iconic sports festival held by the Govt. of Gujarat (2011 - 2014)
- Knowledge Partner & Exclusive Advisor – Goa Football Development Council (GFDC) Dec 2012 – 2016 set up by the late Shri Manohar Parrikar
- Investor & Promoter - ‘Pahadi Goodness Pvt Ltd’ – [www.pahadilocal.com](http://www.pahadilocal.com)



*transstadia Mumbai*

# Interest

- Scuba Diving: Certified Advanced Scuba Diver (PADI Certified from Switzerland)
- Art Appreciation & Music Appreciation
- Sports Enthusiast & Fitness Expert & Nutrition Programmer
- Avid Reader – Keen interest in Ancient History & Political Science
- Creative Entrepreneurship
- Travel
- Sport - Yoga,, Basketball, Swimming, Boxing, HIIT



*"I kept always two books in my pocket, one to read, one to write in."*

*-Robert Louis Stevenson*

# Gallery



*Indian Supercross Racing League*



*sports minister of india*



*Pro kabaddi*



*with Shri Raja Randhir Singh  
during Olympic Council Asia*

# Gallery



**NITI Aayog** @NITIAayog · 30m  
He is empowering sports businesses in India through improving infrastructure.  
@UditSheth is our Speaker at #GES2017!



SE Transstadia and 3 others

*NITI Aayog*



*With Prime Minister of India*

@UditSheth



*“Sometimes all we need is a new perspective.” - Udit Sheth*