



GENERATED ON **20/10/2022**

BUSINESS ASSESSMENT

Prepared for
vignesh



Company Profile

Company Name: **vignesh**

Industry Type: **Sports**

Industry Sub Type: **Health club**

Estimated Annual Turnover: **30000**

Estimated Asset Value: **50000**

Number of Employees: **40**

Industry Outlook

The sports sector in India - comprising media rights, apparel, sports nutrition, sports equipment etc -- as an industry is likely to go up five times to reach a value of \$100 billion by 2027 from \$27 billion in 2020.

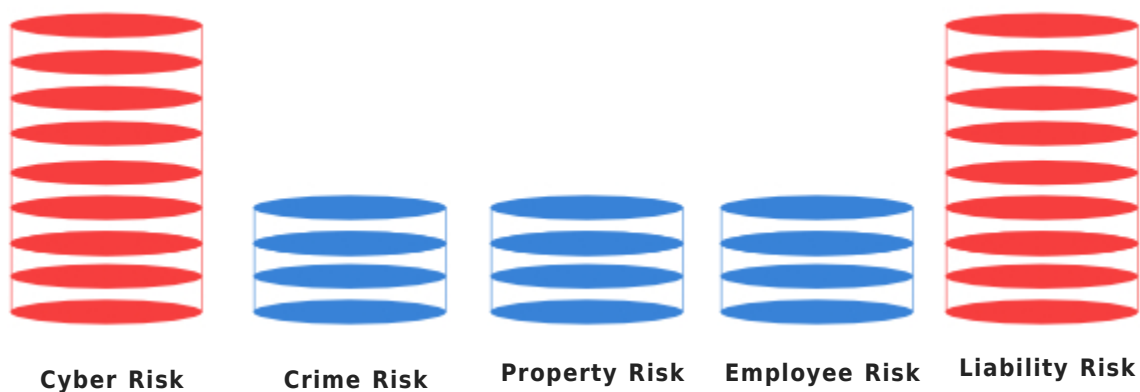
Some of the key market trends to look out for in 2022 and beyond are:

1. The accelerated merging of the physical and virtual - We will see the blending of the real and digital worlds accelerate, with growing markets for data capture and analytics, esports, non-fungible tokens (NFTs), and immersive technologies.
 2. Shifting power in college athletics - College athletics will see some of its biggest changes ever, with student-athletes exercising more self-determination.
 3. Moving beyond NFTs - Blockchain-enabled innovations have a chance to open entirely new markets and options for fans beyond simple collectibles.
 4. A tipping point in the sports betting market - Sports betting has entered the mainstream, and companies will continue their relentless pursuit of new customers.
- More than sports: Well-being for athletes, society, and the planet - The role and duty of sports in society will continue to receive increased attention, with a focus on sustainability and mental health.

Risk Outlook

 Extreme Risk

 Medium Risk



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