





## About Club

Established in 2008, South Mumbai United was started with an intention to increase the number of people playing this beautiful game.

Restarted in 2019, this team aims to make SMU stronger and our aim is to constantly ensure quality standards to help players develop holistically.

Our Club is registered with Mumbai District Football Association and is participating in all major tournaments of the State including State Women's League.







South Mumbai  
United FC

## Mission

To provide each player the opportunity to play football in a supporting and friendly environment. To create a challenging environment for talented players who aspire to reach their full potential. SMU wants to give young girls opportunities to grow.

## Vision

To develop a reputation for producing well trained players with good football foundations who embody a good sporting spirit and to maintain high standards of excellence to produce future champions for the country.



## Road Map

It is hoped that our investment of time and energy into providing our youth with the best possible football experience will pay dividends in the future by keeping the “SMU family” together for many years to come, whereupon the youth of today will take over the reins and guide the club to greater future success. Sponsorship funds will play a huge part in helping us to achieve this vision



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While catering to all age groups, the club has a huge focus on the youth contingent. They represent a large part of why the club exists. They are a most important part of what we do today and will play a vital role in where we go tomorrow as a club.



## Our club now boasts:

- In the starting season, our girls are nominated to play the Indian Women's League.
- Over 2 teams playing in MDFA Mumbai Football League and Domestic Tournaments.
- Registered 50 players+ of 15+ years old.
- An extended, supportive community, in excess of 200 people, made up of players, parents, and supporters

Our Club has a clear five-year plan to elevate the club to the next level of success. The plan consists of improving the development and retention of our best players, such that there will be a greater proportion of age groups with teams at, or close to a more competitive level. At the same time, with considered grading, training and development, it will offer the opportunity for players at all levels to participate in a sport they enjoy.

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## What we offer

Team  
Coaching

Personal  
Coaching

School Team  
Coaching

Exclusive  
Society  
Programs

Youth  
Tournaments

Corporate  
Tournaments

Boot Camps  
for Adults

Outstation  
Camps



# Team We Offer

## Nitesh Singh

- Nitesh is a AFC certified coach with more than six years of coaching experience at the grass root level & Professional Club.

-Nitesh is currently associated with Mohun Bagan in Kolkata for their i-league season 2019-20



## Raunak Desai

• Raunak is an AIFF certified coach with more than four years of coaching experience. He is a professional MBBS doc currently working as an intern in Somaiya Hospital.

• He has worked with Somaiya Sports Academy for both girls & boys team, which is one of a premium academy in Central-Mumbai.



## Drishti Punjabi

- Drishti is an AIFF Certified coach, who has represented Maharashtra in 2013.

- Drishti has played and worked for many elite academies of Mumbai.



We bring to you a unique program catering to the students aged between 5 years to 17 years.

In these formative years of the students, it is **imperative** that they participate in activities that **develop** both their **mind** and **body**.

With the increase in technology, more and more children are spending way too many hours on a sedentary lifestyle & very little time in physical activities.

We believe in the philosophy of '**Catch them Young, & watch them Grow**'. We wish to bring Football in the lives of these young cubs in the most structured and professional manner, and at an early stage in their lives.

At present, very little attention is given to the game, and most of the training imparted is unorganised to say the least. We follow a step by step, structured program to coach, as well as evaluate the students.





# SOCCER SCHOOL PROGRAM PROGRESSION

## Grassroots centers

This is the first tier of the program with the fundamental goal of teaching children to play the professional way, while empowering them with tools of self-development, greater self-esteem. Confidence, leadership, and resilience. All are the key qualities of a successful footballer.



## Development

This forms the second tier, through which students are provided a near-professional environment in which to develop their skills and techniques. The curriculum practiced here, caters to talented young players who are identified by our Technical Heads from within the system as well as those selected via open trials.

## Elite Program

Exceptionally talented are given elite opportunities at the domestic & national level, via professional club trials, specialized advanced training programs, academy recruitment, as well as overall support & guidance to progress within the sport.



## Become a Partner

Football School programs are set-up in partnership with educational institutions and sports facilities that share our passion and fervor for grassroots development. With a focus on holistic development through quality training and conditioning in a safe environment. The training programs are customized and implemented for each partner across various training based platforms. The programs are customized to suit each partner's training requirements, enabling students to learn, participate and progress in the sport through a strong training and development ecosystem.





# Long Term Program



## WORKSHOP & CAMPS

Camps are conducted in partnership with the educational institutions and sports facilities and can include their own students as well as outsiders. The program includes training modules tailored to suit various age and ability levels including grassroots and advanced training. These camps last between 1-2 weeks and are concurred during specific periods in the school's calendar such as winter/summer breaks.

## OPEN TRAINING CENTERS

Open training centers are operated in collaboration with sports facilities and are accessible to all students between the age of 8 and 18years, through a pay-to-play model. Sessions at the centers re-conducted 2 or 3 times a week by a team of coaches. Students can enroll in the subscription-based program for a month, quarter or year.

## TEAM TRAINING PROGRAMMES

SMU Soccer school includes specialized elite team training programs for various partners including schools, clubs and academies and are executed across multiple age groups for both, girls and boys. These programs are designed and implemented to suit the specific needs for each partner team and include scouting of players, on-going training. As well as game and competition management.





# Fees Structure

## Short-Term Program

### Workshop & Camp

South Mumbai United can organize a workshop or camp with the institute on a profit-sharing basis. This can be organized in winter or summer vacations.

## Long-Term Program

### Soccer School Open Training Program

Training Session - twice a week per age group

Fees to be collected by the facility and South Mumbai United will charge for the coaching provided on per session basis.

10-15 students - 2200/- per session  
till 24 Students - 3500/- per session

Or

Fees will be collected by South Mumbai United and will pay the institution for using the property.

### Team Training Program

SMU will be responsible for the performance team, representing the institution in various Tournaments.

Per team - 15000/- per month





# BENEFITS TO INSTITUTION

## MARKETING & PR BENEFITS

Right to market and promote the association through various online and offline platforms.  
Access to various Soccer school marketing and design templates to help leverage the brand association.

School workshops are executed free of cost for the school and the students and can be scheduled upon request

## LIFE SKILLS

Participating in sports aids in character building and hones a child's decision-making skills along with helping them learn how to work in a diverse group and be useful to others.



## TECHNICAL SKILLS

Students get the opportunity to train with some of the best coaches in the system, through a global training curriculum that helps develop their technical skills at par with international standards.

## EXPOSURE & ENGAGEMENT

Access to various events that includes player visits, masterclass sessions, and special camps and workshops.  
Access to specialized domestic and international brand engagement and training based opportunities.

## TRAINING AND DEVELOPMENT

Advanced training conducted by the team of AIFF/AFC licensed coaches. Students to be scouted for development centers and various elite opportunities executed by South Mumbai United FC.

## HOLISTIC GROWTH

Students get opportunities to be trained by licensed coaches through a global training curriculum that not only focuses on technical ability but also promotes an active lifestyle and helps grow an individual in a holistic manner through character-building experiences.





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