IDEAPEX 2k18

PRO KABADDI LEAGUE

**Category of startup/business-service**

Founders with backgrounds-

1. **Charu Sharma-He is a cricket commentator, compere and much more.He was the CEO for the IPL(indian Premier league) Franchise royal challengers Bangalore in the 2008 edition of the same but was fired from the position resulting from poor team performance at the league matches.He established the pro kabaddi league in 2014 and is the director of the league since then.He also appeared in many award show and is also known to be a quizmaster.He has a rich 20 year long experience woking with sports broadcasters like ESPN,Sony MAX,Star Sports and Doordarshan.He has also been on the cast of the 2015 political thriller Dirty politics.He has been a sportsman himself and is an excellent springboard divers and also played cricket for the Kolkata division.**
2. **Mashal sports private ltd.**

**It is the official administrator of the pkl.**

**Business description**

**The pro kabaddi league is one of the many ideas that has grown many folds in its very beginning stages and is around the corner hitting its target pretty much in the bulls eye.In a developing country like India the sport that is quiet rural in its very foundation and was on its way to become obsolete but is very emotionally attached to the people and has the thrill and challenge and a form which makes it a candidate not just for it qualifying as a game but more as a competition is the apt sport chosen by the establishment.The businesss being seasonal in nature just like many of the others keeps the viewers and all the people associated with waiting and set the ground for all the excitement that is created and is perfectly utilised in monetisation of idea.The fame of the game and the involvement of the target audience in the game at a local level (just as you dont need much of props or any sport material ) is playing a pivotal role in the success of the league.Major bussiness of any sport event conducted anywhere comes not majorly from the participating franchisees but from selling rights ,ticketing for the matches ,player customised goodies and all the other branding and marketing steps that are taken for the bussiness to be money churning on the basis of being famous.As far as the viewership is concerned most of them contribute from the television broadcasting sector and the league has achieved most of its broadcasting tactics from the other sports that exists in the similar format.The format of business is picked up as it is from many of its so called competitions (other sports leagues) which have become a hit business idea in the past couple of decades.The sport and hence the dependent business is a popularity/fame driven industry.**

**Company vision + mission and milestones ..**

**( what they started with and what they are now .. )**