

# INDIAN PICKLEBALL FEDERATION

## Invite for Expression(s) of Interest National-Level Pickleball Franchise-based League

### 1. Introduction

Indian Pickleball Association (“IPA”) is the recognized national sports federation by the Ministry of Youth Affairs and Sports for the sport of pickleball in India. It is affiliated with the Global Pickleball Federation and the Asian Pickleball Association.

Pickleball is witnessing rapid growth in India, with the number of active players increasing exponentially over the past few years. This surge is visible across all aspects of the sport – player participation, equipment demand, court infrastructure, and the overall ecosystem. As of early 2025, India has an estimated 200,000 active pickleball players. This figure is projected to reach nearly 1 million players within the next 2–3 years. Supporting this growth, the country currently boasts over 1,200 pickleball courts, with 3–4 new courts being added every week.

In furtherance of the foregoing and as an upshot of the same, the IPA has envisaged the idea of conducting a franchise-based pickleball league (“League”) at the national level to further develop the sport of pickleball with an objective of preparing, scrutinising and advancing players for further representation.

Therefore, for the enhancement, sustenance and with an aim of creating a better outreach of pickleball, IPA hereby invites expressions of interest from suitable persons, firms and entities (hereinafter collectively referred to as “entities”) to show their interest by way of a detailed proposal/ presentation to conduct the League along with other ancillary grassroots development activities.

Please refer to the details below for the purposes of submitting the expression of interest to the IPA.

### 2. Scope of Work

The Scope of Work for an entity selected through this Expression of Interest (*hereinafter “EOI”*) shall be as follows:

#### 2.1. Grassroots program:

- a. Conduct and spread awareness of pickleball;
- b. Teach pickleball to young students in the most child-friendly manner;
- c. Develop and popularize the sport of pickleball at a grassroots level;
- d. Work with schools and colleges for promoting the sport;
- e. Conduct tournaments for the participants of the said program.

#### 2.2. League:

- a. To conduct a nation-wide professional League in India;
- b. To drive reach across television and digital platforms;
- c. To generate revenue through various commercial transactions;
- d. To ensure that high-quality players from India and across the world participate in the League;
- e. To ensure that all stakeholders are paid their dues in a timely manner.

2.3. Miscellaneous:

To carry out any other ancillary work required to be executed for the success of the League, the Grassroot program, grassroots development of the sport and increasing the popularity of pickleball.

3. **Criteria/ Conditions for Eligibility**

For a fair, transparent and smooth functioning of the League as well as the Grassroot program, only the entities fulfilling the following criteria shall be eligible for Evaluation (pursuant to paragraph 9):

3.1. **General Instructions:**

- a. An entity can either apply by itself or in association with Affiliates (as defined below) forming a consortium;
- b. In the event an entity applies for this EOI as part of a consortium together with one or more of its Affiliates or other members of its Group, the Parties expressly agree that compliance with the eligibility criteria set forth herein may be satisfied collectively by the consortium members. Accordingly, it shall be sufficient if any one or more members of the consortium meet the respective eligibility criteria, provided that the consortium as a whole satisfies all criteria in aggregate;
- c. Each consortium member shall be required to submit the supporting documents relevant to the criteria it is satisfying under this EOI.

3.2. **Application:**

- a. Pay a mandatory non-refundable application fee of **INR 1,00,000/- (Indian Rupees One lakh, only)** while sending an email of interest to the IPA, for consideration.
- b. The aforesaid application fee must be addressed to 'INDIAN PICKLEBALL ASSOCIATION' and shall be deposited in the following bank account:

Account Name	Indian Pickleball Association
Account No	924010070114641
Bank Name	Axis Bank
Branch Name	Sindhu Bhavan Road/Swastik Cross Road
IFSC	UTIB0005141

3.3. **Financial criteria:**

- a. A financially sound and credible entity: Since revenue generation from the League is a long-term process (as has been seen thus far in the case of Kabaddi, Badminton, Table Tennis, and most recently seen in the case of Football due to the ongoing matter in relation to AIFF, etc.), and income generating streams are few, with limited possibility of earning profits or breaking even in the short and medium term, there are several expenditures (large investments) involved in conducting the League and the Grassroots program of the

magnitude envisaged under this EOI. Therefore, preference shall be given to entities that can establish sound financial credibility;

- b. An entity can either apply by itself or in association with Affiliate(s) forming a part of the Group of companies; whereby the entity or one or more of its' Affiliates (if applicable) must have been in existence for a minimum of 2 (two) years.

For the purpose of this paragraph 3.3(b):

**"Group"** shall mean an economic entity formed of a set of entities which are either entities Controlled by the same entity, or the controlling entity itself;

**"Affiliate"** shall mean any other entity incorporated in India, directly or indirectly Controlled by or under common Control of the Group and shall include an associate company as per the Companies Act, 2013;

**"Control"** shall mean the ability of any Person, whether directly or indirectly, to secure that the affairs of another Person are conducted in accordance with the wishes or direction of such first mentioned Person and shall include:

- (i) by means of holding more than fifty percent (50%) shares or any other securities or the possession of more than fifty percent (50%) voting power in such other Person;
- (ii) by means of majority representation on the board of directors of such other Person;
- (iii) by way of any power conferred by any constitutional document of such other Person; and
- (iv) by virtue of any contractual arrangement, whether written or otherwise;

**"Person"** shall mean any individual, entity, joint venture, company (including a limited liability company), corporation, partnership (whether limited or unlimited), proprietorship, trust or other enterprise (whether incorporated or not), Hindu undivided family, union, association or Governmental Authority, and shall include their respective successors and, in case of an individual, shall include his/her legal representatives, administrators, executors and heirs and, in case of a trust, shall include the trustee or the trustees, from time to time;

- c. The entity, either by itself or in association with Affiliates forming a part of the Group must demonstrate robust financial strength to sustain the league for a minimum of 15 years by submitting their financial statements / ITR / book-keeping records / audit reports and must have at minimum net worth of **INR 2,50,00,00,000/- (Indian Rupees Two Hundred and Fifty Crores only)**.

- d. Additional Financial & Organizational Strength Requirements:

- Ownership of Media Assets: Ownership or access to television channels, radio stations, digital platforms or strong media partnerships enabling coverage of matches, highlights, and behind-the-scenes content.
- Sponsorship & Revenue Generation: Proven ability to bring top-tier brands and sponsors on board, ensuring league sustainability and growth.
- League Distribution Capability: Ability to distribute the league nationally and internationally, directly or via media partners.
- Vision for Long-Term Investment: Commitment to league expansion, including future regional/state leagues and grassroots integration.

### 3.4. **Technical Criteria:**

The entity must demonstrate comprehensive technical and operational capabilities to manage and grow the league successfully:

- a. **Infrastructure & Presence**
  - Presence in a minimum of 10 (ten) states across India to run grassroots programs.
  - Access to A-class venues suitable for hosting league matches.
- b. **Technology & Data Handling**
  - Capability to handle large-scale registrations and participant data with high standards of data security and privacy compliance.
  - Ability to leverage technology-driven systems for league operations, player registrations, ticketing, mobile apps, and digital fan engagement.
  - Use of AR/VR, mobile apps, and innovative tech platforms to enhance spectator experience and transparency in player development.
- c. **Media & Marketing Expertise**
  - Experience in marketing, broadcasting, and digital content distribution.
  - Ability to deliver high-quality broadcast/streaming (video quality, multiple channels, reliable bandwidth).
  - Proven track record of audience engagement through social media, contests, and creative activation campaigns.
- d. **Event Management & Operations**
  - Strong event management capabilities (logistics, security, crowd management).
  - Celebrity engagement capabilities with Bollywood/TV stars, Olympians, or major sports influencers.

### 3.5. **Sporting Criteria:**

The entity must have deep understanding of pickleball and/or other racquet sports, with the ability to elevate the sport's status in India:

- a. **Experience & Credentials**
  - Past experience in conducting national/international sporting events (preferably racquet sports) in association with relevant national or international federations.
  - Experience in sports management or partnerships with educational institutions for sports events is preferred.
- b. **Player & Ecosystem Development**
  - Ability to attract and manage top international and national players.
  - Experience in building player profiles, ranking systems, and grassroots programs to grow participation in racquet sports.
- c. **Tournament Execution**
  - Proven resources to conduct a tournament of the proposed stature and scale.
  - Ability to create a sustainable league to ensure long-term fan engagement and reach.

### 3.6. **General Criteria:**

The following shall lead to the disqualification of an entity:

- a. Admission of an application for winding up or liquidation under the applicable laws against the entity or any of its or their respective directors and partners;

- b. Any action or proceeding being initiated under the Insolvency and Bankruptcy Laws under the applicable law, including but not limited to declaration of Insolvency or Bankruptcy, disqualification or de-recognition by any professional body being initiated against the entity;
- c. Current or previous banning of the entity or its respective directors, partners, executives or key managerial personnel by the governing body of any sport from involvement in the administration of, or any form of, participation in such sport, for any reason whatsoever; and/ or
- d. Attempts to influence, induce or interfere with the selection process under this EOI and thereby, affect its fairness and judgment.

#### **4. Presentation**

- 4.1. The EOI must contain a proposal/ presentation displaying the operation and management of the League and the Grassroot program and evaluation will be done basis the plan proposed in the presentation, the scalability model and innovative ideas showcased to popularize pickleball;
- 4.2. The proposal must also contain the sanction fee to be offered to IPA by the entity for obtaining the rights in relation to the League and the Grassroot program.

#### **5. Submission of Proposals**

- 5.1. The proposal to the IPA shall be submitted to and accepted by the IPA at the following address on or before 18:00 hours on September 25<sup>th</sup>, 2025.

**The proposal shall be addressed to:**

The Secretary,  
Indian Pickleball Association,  
Lt. Col. Ranbir Chauhan  
A501 Som Vihar, Sector 12  
Opposite DPS school  
R K Puram  
New Delhi 110022

- 5.2. Interested entities may send the proposal by post or deliver it in person at the above-mentioned address. It must be noted that the responsibility to ensure that the proposal is received by IPA, in time, shall vest in the entity submitting the proposal and IPA shall not be held responsible in the event that the proposal is not delivered in time or delivered elsewhere or lost in transit.
- 5.3. Any proposal received by the IPA after the date and time mentioned hereinabove in paragraph 5.1 may not be opened or considered by the IPA. However, the IPA may, at its sole discretion, extend or postpone the deadline to receive proposals in pursuance of this EOI, and if so done, shall notify through an advertisement of the same on its' website.

## 6. Documents to be submitted

6.1. Aligned with this EOI, along with the submission of the application fee as stated in paragraph 3.2 above, interested entities shall submit a proposal to the IPA consisting of the documents mentioned hereunder:

- a. **Duly Completed Proposal Form:** A completed and signed form in the format specified in **Annexure A** of this EOI. The form must be filled out accurately and, in its entirety, and must be duly signed and stamped by an authorized signatory of the entity. Failure to submit the proposal form in the prescribed format may result in disqualification;
- b. Date of submission of EOI to be mentioned on the sealed cover (if submitted by hand);
- c. Name of the entity submitting the proposal;
- d. Address of the entity submitting the proposal;
- e. Incorporation date/ registration date, registered office and registered number of the entity;
- f. Details of majority shareholders in the case of a company, details of individual, partners in a partnership firm, trustees and major beneficiaries in the case of a trust, details of members of an association of persons and body of individuals and members of the society who are involved in the day-to-day management of the society;
- g. If the entity forms a part of a group of companies, an organisation chart of such group
- h. Details of the directors and senior management and other officials who will be responsible for operating the League and the Grassroot program activities;
- i. Certified true copies of all constitutional documents relating to the entity:
  - (i) In case of a company please provide certificate of incorporation, memorandum and articles of association (or other equivalent constitutional documents);
  - (ii) in case of a partnership, the partnership deed and list of partners;
  - (iii) in case of a trust, the trust deed and list of trustees;
  - (iv) in case of an association or body of persons, the agreement in terms of which the association or body of persons is formed, regulated and controlled;
  - (v) in case of a society, the bye laws, the certificate of association and other details of registration of the society;
  - (vi) in case of an individual, the copy of their Passport and/or Aadhaar Card;
  - (vii) all members of the consortium should provide the relevant constitutional documents.
- j. Proposal/ presentation displaying the operation and management of the League and Grassroot program and the sanction fee offered to IPA for the same.

6.2. Undertaking by the entity signifying the following:

- a. Undertaking and evidence supporting that the entity has submitted the application fee to the IPA as stated in paragraph 3.2 above;
- b. The proposed sanction fee with a proposed budget for the operation & conduct of the League and the Grassroot program;
- c. Undertaking and evidence supporting that the entity has the necessary financial resources, ability and credibility to meet the expenditure to conduct the League and Grassroot program – Financial Statements/ Audit Reports for past two financial years;
- d. Intent of using the relevant resources or proposal pertaining to and any documents showcasing the ability to conduct the League in compliance with rules, regulations, constitutions, charters, etc. of the IPA and the Global Pickleball Federation;
- e. Document evidencing the experience in event management and ancillary areas like sale of sponsorship, digital marketing, creation of sports' intellectual properties, etc.;

- f. Document evidencing outreach of the entity in different states across India, including any collaboration or partnership with educational institutes;
- 6.3. Any other documents to corroborate the statement of undertaking submitted under paragraph 6.1 and 6.2;
- 6.4. Copy of EOI and clarifications issued by IPA to this EOI, if any, duly signed and stamped on each page by the authorized signatory of the entity as a mark of acceptance of all the terms and conditions of the EOI;
- 6.5. Copy of a letter from the head of the entity such as the director, managing partner, etc. in favour of the authorized signatory along with attestation of signature of the authorized signatory; and
- 6.6. Soft copy of the proposal in a pen-drive in PDF format. It must, however, be noted that in case of any difference between the hard copy and the soft copy of the proposal, the hard copy shall prevail.

**Note:**

- a. All papers or documents that are a photocopy and are submitted as part of the proposal must be duly signed and attested by the authorized signatory;
- b. Each of the pages of the proposal submitted must be signed and stamped by the authorized signatory of the entity; and
- c. Each page of the proposal must be duly numbered. The total number of pages in the proposal must be clearly mentioned. An Index of documents, submitted with the EOI, must be provided and the location of the documents submitted in the proposal must be clearly mentioned in the Index in order to enable the evaluation committee to easily locate them in the proposal.

**7. Clarifications on the EOI Document**

- 7.1. Any entity requiring clarifications on this EOI shall notify the IPA via email at the address provided in paragraph 13 hereunder. The last date to seek such clarification shall be 23:59 hours on September 22<sup>nd</sup>, 2025.
- 7.2. Clarifications sought, if any, shall include the following information:
  - a. Name of the entity seeking clarification;
  - b. Clause No. of the EOI;
  - c. Query/ clarification sought.

**8. Opening of Proposals**

- 8.1. IPA shall open proposals for this EOI on September 26<sup>th</sup>, 2025 at 12:00 hours (noon), at the address stated in paragraph 13 hereunder. The IPA may, at its sole discretion, defer or postpone the date of opening of the proposals for reasons best known to it.

**9. Evaluation**

- 9.1. The proposals submitted under this EOI shall be screened on the basis of the criteria/ conditions of eligibility as stated in paragraph 3 of the EOI, the presentation made under paragraph 4 of this EOI and the submission of the proposal and documents as provided for under paragraph 6 of the EOI respectively;
- 9.2. Weightage to each criterion pursuant to paragraph 3 and 4 above shall be as following:

Sr. No.	Criteria	Weightage (out of 100)
1.	Financial	45
2.	Technical	20
3.	Sporting	25
4.	Presentation	10

- 9.3. IPA may require entities meeting the above stated eligibility criteria to further provide detailed information, presentations, etc. with regard to their proposal, provide clarification in case of any discrepancy and additionally, may also require the entity to submit other relevant documents sought be the IPA;
- 9.4. The IPA shall select one entity to partner with for this EOI and shall notify the same by or before 18:00 hours on September 27<sup>th</sup>, 2025;
- 9.5. The decision of the IPA will be final and binding for everyone.

## 10. Earnest Money Deposit

- 10.1. Upon selection, the selected entity must deposit an earnest money deposit (“EMD”) of **INR 50,00,000/- (Indian Rupees Fifty Lakhs, only)** within 7 (seven) days of receipt of notice of selection. In the event the entity fails to deposit such EMD then such entity shall be disqualified and an offer for the rights shall be made to the next qualifying entity;
- 10.2. In the event of failure of all qualifying entities (in accordance with the criteria set out herein) to deposit the EMD within the requisite time, this EOI shall be deemed to be null and void and IPA, at its’ sole discretion, may issue a new advertisement for expression of interest.

## 11. General Conditions

- 11.1. This EOI is not an offer and is issued with no commitment. IPA reserves the unfettered right and absolute discretion and without any liability to the entity whatsoever, to:
- amend, vary, waive and modify any and/or all the terms and conditions of this EOI;
  - accept or reject any or all proposals received under this EOI; and/or
  - annul the process and reject all proposals under this EOI;
- at any time prior to awarding rights to or accepting the proposal of any entity, however the same shall be carried out on justified grounds and shall be a reasoned decision.
- 11.2. Any attempts, efforts, or endeavours by the entities expressing interest under this EOI, to influence, sway or affect the submission of proposals, the process of evaluation, the result of the evaluation, etc. by any overt or covert act shall result in non-consideration/ rejection of such entity’s proposal by the IPA.



- 11.3. IPA reserves the right to reschedule, change or alter the dates/ times stated in this EOI without assigning any reason whatsoever. Changes, if any, shall be notified on IPA's website.
- 11.4. In case of any dispute arising out of or in relation to this EOI, the courts of New Delhi shall have jurisdiction over the matter.
- 11.5. It is the duty of the entity making a proposal under this EOI to provide IPA with truthful information without concealing any facts of the entity, especially those relevant to and that may affect the outcome of this EOI. In the event any information provided by the entity is found to be false/ incorrect/ concealed, IPA shall have the absolute right, at any stage, to take any action as it deems fit without incurring any liability to the affected entity on the grounds of IPA's action or decision.
- 11.6. The process of evaluation and selection of the entity applying shall be in a fair and transparent manner.

## **12. Acceptance of Terms and Condition**

Each entity irrevocably and unconditionally accepts and agrees that by submitting the proposal:

- 12.1. it agrees to be bound by the terms, conditions, obligations set out in this EOI;
- 12.2. it has read, understood, agrees and accepts the provisions, terms and conditions of this EOI; and
- 12.3. by submitting a proposal, it is impliedly warranting that it is a person who satisfies all eligibility criteria set out herein.

## **13. Contact Details**

The Secretary,  
Indian Pickleball Association,  
Lt. Col. Ranbir Chauhan  
A501 Som Vihar, Sector 12  
Opposite DPS school  
R K Puram  
New Delhi 110022  
Email Id: [Contact@ipaofficial.com](mailto:Contact@ipaofficial.com)

## ANNEXURE A

### IPA EOI PROPOSAL SUBMISSION FORM

**For Conduct of National-Level Pickleball Franchise-based League & Grassroots Program**

**Date of Submission:** \_\_\_\_\_ September, 2025

#### SECTION 1: ENTITY INFORMATION

Field	Details
Name of Entity	
Legal Status	<input type="checkbox"/> Company <input type="checkbox"/> Partnership <input type="checkbox"/> Trust <input type="checkbox"/> Society <input type="checkbox"/> Proprietorship <input type="checkbox"/> Individual <input type="checkbox"/> Consortium
Registered Office Address	
Date of Incorporation / Registration	
Registration Number	
Details of Majority Shareholders / Partners / Trustees / Key Members	
Part of Group of Companies	<input type="checkbox"/> Yes (attach organisation chart) <input type="checkbox"/> No
Number of Professional Staff:	
List of Associate Firms / Subsidiaries (attach details):	
Key Management Staff (attach CVs):	
Authorized Signatory Details	Name: _____ Designation: _____ Mobile: _____ Email: _____

#### SECTION 2: FINANCIAL CREDENTIALS

Requirement	Details / Attached Documents
Net Worth (as per latest audited financials)	INR _____ (minimum INR 250 Crores required)
Financial Statements / ITR / Audit Reports (last two financial years)	<input type="checkbox"/> Attached
Details of Media Assets / Partnerships (if any)	
Sponsorship & Revenue Generation Capability (evidence)	

Commitment for Long-Term Investment (minimum 15 years)	<input type="checkbox"/> Yes <input type="checkbox"/> No
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### **SECTION 3: TECHNICAL AND ORGANISATIONAL CAPACITY**

Requirement	Details / Attached Documents
Presence across minimum 10 states in India	<input type="checkbox"/> Yes <input type="checkbox"/> No ( <i>Attach evidence</i> )
Access to A-class venues for league matches	<input type="checkbox"/> Yes <input type="checkbox"/> No
Technology & Data Handling Capabilities	
Media & Marketing Expertise	
Event Management Experience	

### **SECTION 4: SPORTING CAPACITY**

Requirement	Details / Attached Documents
Experience in conducting national/international sporting events	
Partnerships with federations, institutions, or player associations	
Capability to attract top international & national players	
Grassroots program plan / player development model	

### **SECTION 5: PROPOSAL AND SANCTION FEE**

Component	Details
Proposed Sanction Fee to IPA	INR _____
Detailed Proposal / Presentation	<input type="checkbox"/> Attached (hard copy & soft copy in PDF)
Proposed Budget for League & Grassroots Program	<input type="checkbox"/> Attached

### **SECTION 6: DECLARATION**

We, the undersigned, declare that:

1. All information provided in this proposal and the documents attached hereto are true, correct, and complete to the best of our knowledge.
2. We have read, understood, and agree to abide by all terms and conditions set out in the Expression of Interest (EOI) dated 18.09.2025 issued by IPA.
3. We confirm that we have not been disqualified under any of the disqualification criteria specified in the EOI.
4. We are submitting this EOI along with all required documents and the Application Fee of **INR 1,00,000/-** (non-refundable).
5. We undertake to deposit the Earnest Money Deposit (EMD) in accordance with the timelines specified, if selected.
6. We acknowledge that the decision of IPA shall be final and binding and undertake not to challenge the same.

Authorized Signatory Name	
Designation	
Signature & Seal	
Date	

#### CHECKLIST OF ATTACHMENTS

- ☐ Proof of Application Fee Payment
- ☐ Certified Constitutional Documents
- ☐ Organization Chart / Management Structure
- ☐ CVs of Key Management Staff
- ☐ List of Associate Firms / Subsidiaries
- ☐ Financial Statements / Audit Reports (last two financial years)
- ☐ Proposal / Presentation (hard & soft copies)
- ☐ Proof of Presence in 10+ States
- ☐ Event Management / Sports Marketing Experience Documents
- ☐ Media / Sponsorship / Distribution Evidence
- ☐ Signed & Stamped Copy of EOI and Clarifications (if any)
- ☐ Application Fee Demand Draft of INR 1,00,000/- or Proof of Payment of the Application Fee