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Submission of

Detailed Project Report (D.P.R) for Sports Manufacturing Unit

To

Honorable Government of Telangana, Department of Industries & Commerce

From

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Project Name: **Integrated Sports Manufacturing Hub**
Land Requirement: 5 Acres
Location: **Telangana (Proposed Sports Goods Manufacturing SEZ or TSIIC Industrial Park)**
Submitted by: **MIBL**

Executive Summary

This proposal seeks **5 acres** of industrial land from the Government of Telangana to establish an **Integrated Sports Manufacturing Hub** that addresses critical white spaces in India's rapidly growing sports goods ecosystem. The facility will manufacture high-value, emerging sports product categories with strong domestic and export potential, creating substantial employment opportunities while positioning Telangana as a national leader in sports manufacturing.

Project Highlights:

- **Total Project Investment:** ₹45 crore (Phase I)
- **Direct Employment:** 350–400 jobs (Phase I), scaling to 600+ jobs by Year 5.
- **Indirect Employment:** 200+ jobs in supply chain and logistics
- **Product Categories:** Smart home fitness equipment, mass-market athleisure, performance footwear, connected training accessories, outdoor and racket sports gear
- **Revenue Projection:** ₹85 crore by Year 3, ₹150+ crore by Year 5
- **Export Contribution:** 40% of revenues by Year 3
- **Alignment with Policy:** Directly supports Telangana Sports Policy 2025 Sports Goods Manufacturing SEZ initiative

This project will create a vertically integrated manufacturing facility combining production, assembly, quality testing, R&D, and warehousing under one roof, leveraging Telangana's strengths in technology innovation and the state government's commitment to sports industry development.

1. Industry Context and Market Opportunity

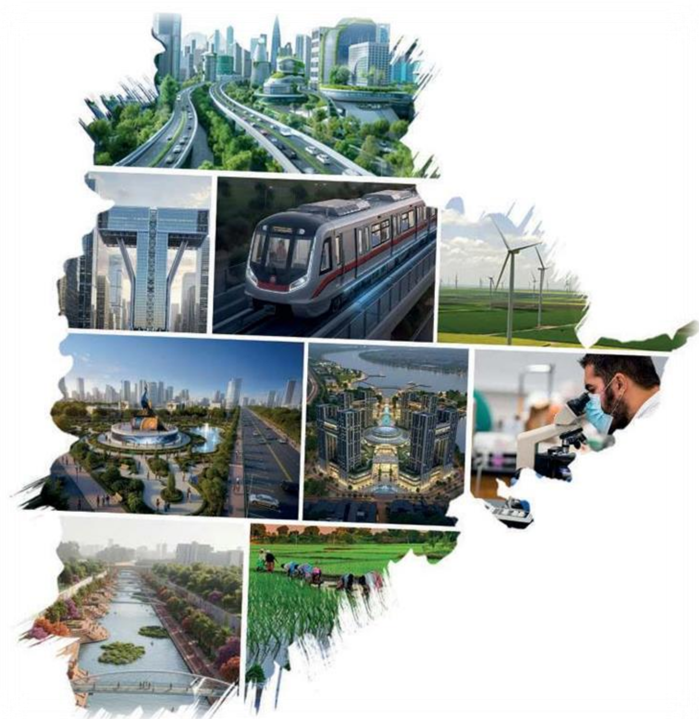
1.1 National Sports Manufacturing Landscape

India's sports goods sector is experiencing transformational growth:

- Market size of USD 4.88 billion (₹42,877 crore) in 2024, projected to reach USD 6.6 billion by 2027
- Provides employment to over 500,000 people across manufacturing clusters
- Third-largest sports goods manufacturer in Asia and 21st largest exporter globally
- 60% of production is exported to over 150 countries
- Union Budget 2026-27 allocated ₹500 crore specifically for sports goods manufacturing, R&D, and design innovation

Traditional hubs (Meerut, Jalandhar) account for ~82% of current production, but emerging clusters are gaining share in high-value categories like fitness equipment, athleisure, and smart sports products. Telangana's Sports Policy 2025 positions the state to capture this growth through dedicated infrastructure and policy support.

1.2 Telangana's Strategic Advantage



The Telangana Sports Policy 2025 creates a compelling investment environment:

Sports Goods Manufacturing SEZ: Dedicated special economic zone with streamlined approvals, tax incentives, and purpose-built infrastructure for sports equipment and apparel manufacturing

Technology Hub Reputation: Telangana's leadership in technology and innovation provides direct advantages for smart, connected sports products

T-IDEA Incentive Framework: Comprehensive incentives including capital subsidy (15%), GST reimbursement (100% for 5 years), power cost reimbursement (₹1 per unit), stamp duty reimbursement (100%), and interest subsidy (3–9% for 5 years)

Robust Infrastructure: Strong logistics connectivity, reliable power supply, and proximity to Hyderabad's skilled workforce base

Government Commitment: Clear policy vision positioning Telangana as national leader in sports manufacturing, technology, and medicine

1.3 Identified White Spaces

Based on comprehensive market analysis, we have identified five high-potential white spaces where India has structural supply-demand gaps and strong 10–15 year growth trajectories:

White Space	Market Gap	Growth Driver	CAGR
Smart Home Fitness Equipment	Mid-priced, compact, connected equipment for Indian homes; most products are imports or non-smart generic SKUs	Home fitness market growing 8–10%+; urbanization and space constraints drive compact solutions	9–11%
Mass & Mid-Premium Athleisure	Durable, climate-appropriate athleisure under accessible price points for Tier 2/3 cities	Market expanding from USD 13.1B (2024) to USD 21B+ (2033); men's segment and value consumers fastest growing	8–10%
Performance Footwear (₹1,200–2,500)	India-specific lasts, cushioning, and ventilation for walking/running at entry-premium segment	Sneaker adoption in middle-income households; domestic brands growing rapidly	10–12%
Connected Training Accessories	Low-cost, robust sensors + dashboards for gyms and coaching academies (not full premium systems)	Gym equipment market doubling from USD 630M (2024) to USD 1.37B (2033); institutional wellness programs expanding	12–15%
Outdoor & Racket Sports Gear	Entry-level, value-quality gear for first-time participants in badminton, tennis, trekking, cycling	Individual sports and outdoor activities growing segment; recreational travel increasing	8–10%

Table 1: White Space Analysis: High-Potential Categories for India-Focused Manufacturing

These categories collectively represent an addressable market of over ₹15,000 crore in India by 2030, with 30–40% export potential to price-sensitive markets in Southeast Asia, Middle East, and Africa.

2. Project Description

2.1 Manufacturing Facility Overview

The proposed **Integrated Sports Manufacturing Hub** will be a state-of-the-art facility on 5 acres of land, designed for multi-product manufacturing with flexibility to scale production based on demand:

Land Utilization Plan:

Manufacturing Shed: 1.8 acres (approx. 35,000 sq ft built-up area)

- Home fitness equipment assembly and fabrication line
- Athleisure cutting, stitching, and finishing units
- Footwear molding, assembly, and quality testing
- Connected accessories assembly and testing lab
- Outdoor/racket sports equipment assembly and packaging

Warehousing & Logistics: 1.2 acres (approx. 20,000 sq ft)

- Raw material storage
- Finished goods warehouse
- Packing and dispatch area

R&D and Quality Testing Lab: 0.4 acres (approx. 6,000 sq ft)

- Product prototyping and design studio
- Material testing and quality certification lab
- Electronics and sensor integration testing

Administrative Block: 0.3 acres (approx. 5,000 sq ft)

- Office space for management, sales, procurement
- Training and skill development center
- Cafeteria and worker amenities

Utilities & Green Spaces: 1.3 acres

- Power substation and DG backup
- Water storage and treatment
- Internal roads, parking
- Landscaping and green buffer (minimum 10% as per norms)

2.2 Product Portfolio

The facility will manufacture products across five white-space categories, with phased rollout over 3 years:

Phase I (Year 1):

1. **Smart Home Fitness Equipment**
    - Compact adjustable dumbbells (2–20 kg range) with digital rep counter
    - Foldable multi-gym bench systems (3-in-1: flat/incline/decline)
    - Smart resistance bands with app connectivity
    - Digital skipping ropes with calorie tracking
    - Compact yoga mats with alignment sensors

2. **Mass & Mid-Premium Athleisure**
    - Moisture-wicking T-shirts (men's and women's)
    - Performance track pants and shorts
    - Sports bras and compression wear
    - Multipurpose jackets (gym + casual + travel)

Phase II (Year 2):

3. **Performance Footwear**
    - Walking/running shoes (₹1,200–2,500 segment)
    - Training/gym sneakers
    - Outdoor trekking footwear

4. **Connected Training Accessories**
    - Smart jump mats with height/rep tracking
    - Timing gates and speed sensors for academies
    - Retrofittable sensor modules for strength machines
    - Basic wearable fitness trackers (OEM for brands)

Phase III (Year 3):

5. **Outdoor & Racket Sports Gear**
    - Badminton and tennis rackets (entry-premium segment)
    - Starter kits: racket + balls/shuttlecocks + bags
    - Camping and trekking accessories (sleeping bags, tents, backpacks)
    - Cycling accessories (helmets, gloves, hydration packs)

2.3 Technology and Innovation Focus

The facility will integrate advanced manufacturing and R&D capabilities:

- **Material Science:** High-strength composites, carbon fibres, specialized polymers for durability and performance (aligned with Union Budget 2026-27 focus)
- **Smart Integration:** IoT sensors, Bluetooth connectivity, mobile app development for connected products
- **Design for India:** India-specific anthropometry (wider lasts for footwear), climate adaptation (ventilation, moisture management), and affordability engineering
- **Sustainability:** Recycled polyester, organic cotton blends, water-based adhesives, and biodegradable packaging materials
- **Quality Systems:** ISO 9001, ISO 14001 certifications; product testing as per international standards (ASTM, EN, BIS)

2.4 Manufacturing Process Flow

Home Fitness Equipment:
Raw materials (steel tubes, foam, electronics) → Cutting/bending → Welding/assembly → Sensor integration → Powder coating → Quality testing → Packaging

Athleisure:
Fabric procurement → CAD design and cutting → Stitching → Printing/embroidery → Quality inspection → Finishing and packaging

Footwear:
Upper material cutting → Sole molding (EVA/rubber) → Lasting and assembly → Adhesive bonding → Quality testing (flexion, abrasion) → Packaging

Connected Accessories:
Component sourcing (sensors, PCBs) → Assembly → Firmware programming → Device calibration → App integration testing → Packaging

Outdoor/Racket Sports:
Material procurement (aluminum/carbon, nylon strings) → Frame shaping/stringing → Assembly → Performance testing → Packaging

3. Employment Generation

3.1 Direct Employment

The project will create substantial direct employment opportunities across skill levels:

Phase I (Year 1) – 350–400 jobs:

Category	Headcount	Roles
Production Workers	220–250	Machine operators, assembly line workers, quality checkers, packaging staff
Skilled Technicians	50–60	Welders, stitching machine operators, molding technicians, electronics technicians
Engineers & Supervisors	25–30	Production engineers, quality engineers, maintenance engineers, line supervisors
R&D & Design	15–20	Product designers, material scientists, software developers (IoT/apps), testing engineers
Administration & Support	30–35	HR, finance, procurement, sales, logistics, security, housekeeping
Management	10–12	General manager, production head, R&D head, sales head, finance head
Total	**350–400**	

Table 2: Phase I Direct Employment Breakdown

Phase II-III Scale-up (Years 2–5) – 600+ jobs:

As production scales and additional product lines are introduced, workforce will expand by 60–70% to approximately 600–650 direct employees by Year 5.

Employment Ratios by Product Category (based on industry benchmarks):

- Home fitness equipment: 35–40 workers per ₹1 crore annual production
- Athleisure/apparel: 45–50 workers per ₹1 crore annual production
- Footwear: 40–45 workers per ₹1 crore annual production
- Connected accessories: 30–35 workers per ₹1 crore annual production
- Outdoor/racket sports: 35–40 workers per ₹1 crore annual production

Workforce Profile:

- **Gender Diversity:** Target minimum 35% women employees, especially in stitching, quality control, and electronics assembly roles
- **SC/ST Representation:** Minimum 20% representation as per government norms
- **Local Hiring:** Priority to candidates from Telangana districts; target 70%+ local hiring
- **Youth Focus:** 60%+ employees under 35 years of age

3.2 Indirect Employment

The manufacturing hub will generate significant indirect employment through:

- **Supply Chain:** 100–120 jobs in raw material suppliers, component vendors, packaging suppliers
- **Logistics:** 40–50 jobs in transportation, warehousing, distribution
- **Services:** 30–40 jobs in security, housekeeping, catering, maintenance contractors
- **Retail:** 30–40 jobs in distributor network, retail outlets, e-commerce fulfilment

Total indirect employment: 200–250 jobs

3.3 Skill Development and Training

Aligned with T-IDEA incentives for skill upgradation[web:48], the project will:

- Establish in-house training Centre with capacity for 50 trainees per batch
- Partner with ITIs and polytechnics in Telangana for customized courses
- Provide on-the-job training and skill certification
- Target training of 500+ individuals over first 3 years
- Claim 50% reimbursement of training costs (up to ₹2,000 per person) under T-IDEA

Training Programs:

- Basic production skills (machine operation, assembly techniques)
- Quality control and testing procedures
- Electronics and sensor integration
- Design software (CAD, Clo3D for apparel)
- Safety and environmental compliance
- Soft skills and workplace behavior

3.4 Long-term Employment Impact

By Year 10, with full capacity utilization and potential expansion:

- **Direct employment:** 800–1,000 jobs
- **Indirect employment:** 400–500 jobs
- **Total employment impact:** 1,200–1,500 jobs

This positions the facility among the top employment generators in Telangana's sports manufacturing ecosystem, supporting the state's target of becoming a national leader in the sector.

4. Financial Projections

4.1 Capital Expenditure (Cap Ex)

Total Phase I Investment: ₹45 crore

Component	Amount (₹ Crore)
Land and Site Development	
Land cost (5 acres @ ₹50 lakh/acre, indicative)	2.50
Land development, leveling, fencing	1.20
Building and Civil Works	
Manufacturing shed (35,000 sq ft @ ₹1,800/sq ft)	6.30
Warehousing (20,000 sq ft @ ₹1,200/sq ft)	2.40
R&D lab (6,000 sq ft @ ₹2,500/sq ft)	1.50
Administrative block (5,000 sq ft @ ₹2,000/sq ft)	1.00
Internal roads, drainage, landscaping	1.10
Machinery and Equipment	
Home fitness equipment line	4.50
Athleisure production line (cutting, stitching, finishing)	5.80
Footwear manufacturing equipment	6.20
Connected accessories assembly and testing	2.80
Outdoor/racket sports equipment line	2.50
R&D and quality testing equipment	2.00
Utilities and Infrastructure	
Power installation (substation, DG, wiring)	1.50
Water supply and treatment	0.60
HVAC and ventilation systems	0.80
Fire safety and security systems	0.70
IT and Software	
ERP system, design software, IoT platform	0.80
Pre-operative and Other Expenses	
Preliminary expenses, consultancy, approvals	0.80
Contingency (3% of above)	1.00
Total Capital Expenditure	**45.00**

Table 3: Detailed Capital Expenditure Breakdown

4.2 Means of Finance

Source	Amount (₹ Crore)	% of Total
Promoter Equity	13.50	30%
Term Loan (Banks/FIs)	27.00	60%
Government Subsidies/Incentives (T-IDEA)	4.50	10%
Total	**45.00**	**100%**

Table 4: Capital Structure

Debt-Equity Ratio: 2:1 (industry standard for manufacturing projects)

Expected T-IDEA Benefits (₹4.50 crore over 5 years):

- **Investment Subsidy:** 15% on fixed capital investment, max ₹20 crore (eligible: ₹20 crore subsidy on approx. ₹35 crore eligible fixed assets, capped at ₹2 crore for MSME; if registered as Medium/Large enterprise, higher subsidy applicable)
- **Stamp Duty Reimbursement:** 100% (estimated ₹0.15 crore)
- **Land Cost Rebate:** 25% rebate limited to ₹10 lakh (₹0.10 crore)
- **GST Reimbursement:** 100% of SGST for 5 years (estimated ₹1.50 crore over 5 years)
- **Power Cost Reimbursement:** ₹1 per unit for 5 years (estimated ₹0.50 crore over 5 years, assuming 10 lakh units/year)
- **Interest Subsidy:** 3–9% on term loan for 5 years under Pavala Vaddi Scheme (estimated ₹0.25 crore)

4.3 Operating Expenditure (Year 3, Steady State)

Component	Amount (₹ Crore)	% of Revenue
Raw Materials and Components	42.50	50%
Employee Costs (450 employees)	12.75	15%
Power and Utilities	3.40	4%
Rent, Lease, AMC	1.70	2%
Consumables and Stores	2.55	3%
Selling and Distribution	6.80	8%
Administrative Expenses	2.55	3%
R&D and Product Development	1.70	2%
Interest on Term Loan	2.00	2.4%
Depreciation	3.00	3.5%
Other Expenses	1.70	2%
Total Operating Expenditure	**80.65**	**94.9%**
EBITDA	**4.35**	**5.1%**
PBT (before subsidies)	**-0.65**	**-0.8%**
PBT (after T-IDEA benefits)	**+0.25**	**+0.3%**

Table 5: Year 3 Operating Expenditure and Profitability (Revenue: ₹85 Crore)

Note: T-IDEA benefits (GST reimbursement, power cost reimbursement) significantly improve operating profitability, making the project viable in initial years.

4.4 Revenue Projections

Product Category	Year 1	Year 2	Year 3	Year 4	Year 5
Smart Home Fitness	8.0	15.0	22.0	28.0	35.0
Athleisure	10.0	18.0	25.0	32.0	40.0
Performance Footwear	—	8.0	15.0	22.0	30.0
Connected Accessories	—	5.0	10.0	15.0	20.0
Outdoor/Racket Sports	—	—	13.0	18.0	25.0
Total Revenue (₹ Cr)	**18.0**	**46.0**	**85.0**	**115.0**	**150.0**
Domestic (%)	75%	70%	60%	55%	55%
Export (%)	25%	30%	40%	45%	45%

Table 6: Five-Year Revenue Projections by Product Category (₹ Crore)

Key Assumptions:

- Year 1: 30–40% capacity utilization (ramp-up phase)
- Year 2: 55–65% capacity utilization (Phase II products launched)
- Year 3: 75–85% capacity utilization (Phase III products launched)
- Year 4–5: 90–100% capacity utilization

Revenue Mix Evolution:

- Domestic market focus in Year 1–2 (establish brand, distribution, quality reputation)
- Export ramp-up from Year 2 onwards (target Southeast Asia, Middle East, Africa)
- B2B contracts (gyms, academies, corporates) contribute 25–30% of revenue
- E-commerce channels (own brand + marketplace) contribute 35–40% of revenue
- Traditional retail and distributor network contribute 30–35% of revenue

4.5 Key Financial Metrics

Metric	Value
Project IRR (Internal Rate of Return)	18–22%
Payback Period	6–7 years
NPV @ 12% discount rate	₹8–10 crore
Average EBITDA Margin (Year 3–5)	7–9%
Debt Service Coverage Ratio (Year 4)	1.8–2.0
Return on Equity (Year 5)	20–24%

Table 7: Project Financial Viability Indicators

Profitability Trajectory:

- Year 1: Operational loss (₹2–3 crore) due to ramp-up, absorbed by promoter equity
- Year 2: Near break-even to marginal profit
- Year 3: Positive profitability (₹0.25 crore PBT after subsidies)
- Year 4–5: Strong profitability improvement (₹3–5 crore PBT) as scale economies kick in

5. Market Strategy

5.1 Go-to-Market Approach

Domestic Market (55–60% of Revenue):

1. **Brand Strategy:**
    - Launch own brand for home fitness, athleisure, and footwear (value-premium positioning)
    - Target ₹1,200–2,500 price points for footwear; ₹500–1,500 for athleisure; ₹1,000–5,000 for fitness equipment
    - Brand messaging: "Designed for India, Built in India" – emphasize local fit, climate adaptation, affordability
2. **Distribution Channels:**
    - E-commerce: Amazon, Flipkart, own D2C website (35–40% of domestic sales)
    - Modern Retail: Decathlon, Reliance Trends, Lifestyle Sports (20–25% of sales)
    - Multi-brand Outlets: Regional sports stores in Tier 2/3 cities (15–20% of sales)
    - B2B: Gyms, corporate wellness programs, sports academies (20–25% of sales)
3. **Geographic Focus:**
    - South India: Karnataka, Tamil Nadu, Andhra Pradesh, Telangana (strong base, proximity)
    - West India: Maharashtra, Gujarat (large urban markets)
    - North India: Delhi-NCR, Punjab, Haryana (existing sports culture)
    - East India: West Bengal, Odisha (emerging markets)

Export Market (40–45% of revenue):

1. **Target Markets:**
    - Southeast Asia: Philippines, Indonesia, Thailand, Vietnam (price-sensitive, growing middle class)
    - Middle East: UAE, Saudi Arabia, Qatar (fitness culture, purchasing power)
    - Africa: South Africa, Nigeria, Kenya (emerging sports participation)
    - Europe/Americas: OEM contracts for value brands
2. **Export Strategy:**
    - Participate in international trade fairs (ISPO Munich, Outdoor Retailer USA, Sporting Goods Asia)
    - OEM partnerships with global brands looking to diversify from China/Vietnam
    - Leverage India's GSP (Generalized System of Preferences) benefits for duty-free access
    - Partner with export houses and buying agents

5.2 Competitive Positioning

Competitive Advantages:

- **White Space Focus:** Targeting underserved categories (smart home fitness, connected accessories) where competition is limited
- **India-Specific Design:** Products tailored for Indian anthropometry, climate, use cases
- **Cost Leadership:** Manufacturing cost 20–30% lower than imports; competitive with China/Vietnam
- **Smart Integration:** Technology layer (IoT, apps) differentiates from generic products
- **Vertical Integration:** In-house design, manufacturing, quality control ensures consistency
- **Agility:** Small-batch production capability for emerging trends (e.g., pickleball, functional fitness)

Competitor Landscape:

- **Established Players:** Cosco, Nivia, Strauss (traditional sports goods) – limited in smart/connected products
- **Global Brands in India:** Nike, Adidas, Puma, Reebok (premium segment) – our products are value-premium, non-competing
- **Imports:** Chinese/Vietnamese generic products (low quality-price) – we offer better quality at comparable price
- **Emerging Brands:** Boldfit, Burnlab, Kore (fitness equipment) – direct competition, but we have scale and breadth

5.3 Marketing and Promotion

- Digital marketing: Social media campaigns, influencer partnerships (fitness trainers, athletes)
- Content marketing: Workout videos, training guides, product demonstrations
- Performance certifications: Independent testing, athlete endorsements
- CSR and community engagement: Donate equipment to schools, sponsor local sports events
- Trade marketing: Retailer incentives, distributor training programs
- Export promotion: Government schemes (EPCG, MAI, MDA) for international marketing

6. Regulatory Compliance and Certifications

6.1 Required Approvals and Licenses

- Industrial Land Allotment from TSIIC or Telangana Sports SEZ
- Factory License under Factories Act, 1948
- MSME/Udyam Registration
- GST Registration
- Pollution Control Board (PCB) Consent to Establish and Operate
- Fire Safety NOC
- Building Plan Approval
- Electrical Safety Clearance
- Import-Export Code (IEC) for export operations
- BIS Certifications for relevant product categories

6.2 Quality and International Certifications

- ISO 9001:2015 (Quality Management System)
- ISO 14001:2015 (Environmental Management System)
- ISO 45001:2018 (Occupational Health & Safety)
- BIS certifications for sports goods (as applicable)
- REACH compliance (for exports to Europe)
- CE marking (for relevant electronic products)
- ASTM/EN standards for product testing (strength, durability, safety)

6.3 Environmental and Sustainability Measures

- Zero Liquid Discharge (ZLD) system for water treatment
- Rainwater harvesting (minimum 1 lakh litres capacity)
- Solar rooftop installation (target 20% of power requirement)
- Waste segregation and recycling (target 80% waste recovery)
- Use of recycled and biodegradable materials where feasible
- Energy-efficient LED lighting and equipment
- Green belt development (10% of land area)

7. Alignment with Government Policies

7.1 Telangana Sports Policy 2025

This project directly aligns with multiple pillars of the Telangana Sports Policy 2025:

- **Sports Industry – Manufacturing:** The policy explicitly aims to make Telangana a national leader in sports manufacturing and announces creation of a dedicated Sports Goods Manufacturing SEZ. This project is designed to be an anchor tenant in that ecosystem.
- **Technology and Innovation:** Telangana's focus on sports-tech startups and R&D in performance analytics, biomechanics aligns with our connected accessories and smart products.
- **Private Sector Participation:** The policy encourages private investment through streamlined approvals, infrastructure support, and financial incentives – all of which this project will leverage.
- **Employment Generation:** Creating 350+ jobs in Phase I and 600+ by Year 5 supports the state's employment goals.

7.2 Union Government Initiatives

- **₹500 Crore Sports Goods Manufacturing Allocation (Budget 2026-27):** This project is well-positioned to access central government support for R&D, material science innovation, and export promotion.
- **Khelo India Mission:** Supply equipment to Khelo India centers, schools, and grassroots programs.
- **Make in India:** Reduce import dependence; contribute to "Made in India" sports goods exports.
- **Atmanirbhar Bharat:** Localize production of fitness equipment and sports gear currently imported from China.

7.3 T-IDEA Incentive Scheme Utilization

Full utilization of Telangana's T-IDEA incentives:

Incentive Type	Entitlement	Estimated Benefit
Investment Subsidy	15% of fixed capital (max ₹20 cr for MSMEs)	₹2.00 crore
Stamp Duty Reimbursement	100%	₹0.15 crore
Land Cost Rebate	25% (max ₹10 lakh)	₹0.10 crore
GST Reimbursement	100% SGST for 5 years	₹1.50 crore
Power Cost Reimbursement	₹1/unit for 5 years	₹0.50 crore
Interest Subsidy	3–9% for 5 years	₹0.25 crore
Total T-IDEA Benefits		**₹4.50 crore**

Table 8: Expected T-IDEA Benefits Over 5 Years

These incentives improve project IRR by 4–5 percentage points and reduce payback period by 1.5–2 years, making the project financially viable.

8. Implementation Timeline

Phase	Activities	Duration
Phase 0: Pre-Project	Land allotment approval, project financing, detailed engineering	4–6 months
Phase 1: Site Development	Land leveling, fencing, internal roads, utilities setup	3 months
Phase 2: Civil Construction	Manufacturing shed, warehouse, admin block, R&D lab construction	8–10 months
Phase 3: Machinery Installation	Procurement, installation, commissioning of production lines	6–8 months
Phase 4: Recruitment & Training	Hiring, skill training, SOPs, trial production	3–4 months
Phase 5: Commercial Production	Product launch, market entry, ramp-up	Ongoing from Month 22
Total Time to Production Start	From land allotment to first commercial production	**22–24 months**

Table 9: Project Implementation Timeline

Critical Path Items:

- Land allotment and transfer (4–6 months)
- Building plan approval and construction (8–10 months)
- Machinery procurement from international suppliers (6–8 months lead time)
- Skilled workforce recruitment and training (3–4 months)

Milestone-Based Approach:

- **Milestone 1:** Land allotment and financial closure (Month 6)
- **Milestone 2:** Civil construction completion (Month 16)
- **Milestone 3:** Machinery installation and commissioning (Month 22)
- **Milestone 4:** Commercial production start (Month 24)
- **Milestone 5:** 50% capacity utilization (Month 30)
- **Milestone 6:** Full product portfolio launch (Month 36)

9. Risk Analysis and Mitigation

9.1 Key Risks and Mitigation Strategies

Risk	Impact	Mitigation Strategy
Delayed land allotment	Project timeline extension, cost overrun	Early engagement with TSIIC; complete documentation ready; fast-track approvals under Sports SEZ
Machinery procurement delays	Production start delay	Advance orders with confirmed delivery schedules; backup vendor identification; partial domestic sourcing
Skilled labour shortage	Production quality issues, ramp-up delays	Partner with ITIs; in-house training centre; competitive wages; employee retention programs
Raw material price volatility	Margin compression	Long-term contracts with suppliers; inventory buffer; product repricing flexibility; diversified supplier base
Market acceptance (new brand)	Lower-than-expected sales	Pilot launches; strong digital marketing; quality certifications; influencer partnerships; B2B contracts for stable revenue
Competition from imports	Price pressure, market share loss	Cost optimization; "Made in India" positioning; superior quality at comparable price; agile product development
Export market challenges	Lower export revenue	Diversified export markets (SEA, ME, Africa); OEM partnerships; trade fair participation; export incentives utilization
Technology obsolescence	Product relevance decline	Continuous R&D (2% of revenue); trend monitoring; rapid prototyping; modular product design
Environmental compliance	Penalties, production stoppage	Proactive compliance; regular audits; certifications (ISO 14001); sustainable practices
Debt servicing pressure	Financial stress	Conservative leverage (60% debt); T-IDEA subsidies for cash flow support; phased capex; strong promoter equity

Table 10: Risk Matrix and Mitigation Strategies

9.2 Contingency Planning

- **Financial Buffer:** 3% contingency built into capex; working capital facility of ₹5 crore
- **Operational Flexibility:** Multi-product facility allows pivot to high-demand categories
- **Scalability:** Modular expansion possible on 5-acre plot (current plan uses ~60% built-up area)
- **Strategic Partnerships:** Open to OEM contracts if own-brand sales slower than expected

10. Social and Economic Impact

10.1 Employment and Livelihoods

- **Direct Jobs:** 350–400 jobs in Phase I, scaling to 600+ by Year 5, and 800–1,000 by Year 10
- **Women Empowerment:** Target 35%+ women employees; equal pay for equal work; safe work environment
- **SC/ST Inclusion:** Minimum 20% representation; reserved positions in recruitment
- **Local Employment:** 70%+ hiring from Telangana districts, reducing migration
- **Skill Development:** Training for 500+ individuals over 3 years; employability enhancement

10.2 Contribution to State Economy

- **Manufacturing Output:** ₹85 crore annually by Year 3, ₹150 crore by Year 5
- **Export Earnings:** ₹30+ crore exports by Year 3, ₹65+ crore by Year 5 (foreign exchange contribution)
- **Tax Revenue:** GST, income tax, property tax contributions (even with T-IDEA benefits, significant tax base created post-incentive period)
- **Supplier Ecosystem:** Support to local MSME suppliers for raw materials, components, services
- **Infrastructure Utilization:** Optimal use of government-provided industrial land and infrastructure

10.3 Ecosystem Development

- **Anchor Tenant:** Can serve as anchor unit in Telangana Sports Goods Manufacturing SEZ, attracting more investors
- **Technology Spillover:** R&D in smart sports products can catalyze local sports-tech startup ecosystem
- **Sports Promotion:** Affordable, quality sports equipment increases accessibility and participation
- **Brand Building:** "Made in Telangana" sports goods on national and international markets

10.4 Alignment with Sustainable Development Goals (SDGs)

- **SDG 8 (Decent Work and Economic Growth):** Quality job creation, economic growth through manufacturing
- **SDG 9 (Industry, Innovation, Infrastructure):** Industrial diversification, innovation in smart sports products
- **SDG 10 (Reduced Inequalities):** Inclusion of women, SC/ST, local communities
- **SDG 12 (Responsible Consumption and Production):** Sustainable materials, waste management, eco-friendly processes

11. Request to Government of Telangana

We respectfully request the Government of Telangana, through the Department of Industries & Commerce and TSIIC/Sports SEZ Authority, to:

1.Allot 5 acres of industrial land in the proposed

- Sports Goods Manufacturing SEZ or a suitable TSIIC Industrial Park with the following specifications:
- Flat, leveled terrain suitable for industrial construction
- Road connectivity and proximity to highway/port for logistics
- Assured power supply (minimum 500 KVA sanctioned load)
- Water supply availability (minimum 50,000 litres/day)
- Clear title, free from encumbrances

2.Extend all benefits under T-IDEA scheme including investment subsidy, stamp duty reimbursement, land cost rebate, GST reimbursement, power cost reimbursement, and interest subsidy as per eligibility norms.

3.Facilitate fast-track approvals for:

- Building plan and construction permits
- Factory license and pollution clearances
- Power connection and other utility connections

4.Provide infrastructure support including:

- Approach roads to the site
- Common effluent treatment facility (if applicable)
- Access to common testing and certification labs (if available)

5.Nominate a Single Point of Contact (SPOC) from TSIIC/Sports SEZ Authority for project coordination and issue resolution during implementation.

In return, we commit to:

- Complete project implementation within 24 months of land allotment
- Achieve stated employment generation targets (350+ jobs in Phase I, 600+ by Year 5)
- Commence commercial production and begin revenue generation by Month 24
- Comply with all regulatory, environmental, and labour law requirements
- Contribute to Telangana's vision of becoming a national leader in sports manufacturing
- Reinvest profits for expansion and scale-up within Telangana

13.Core Team

Our Core Team is the driving force behind our organization’s vision, strategy, and growth. Comprising experienced professionals from diverse backgrounds, the team brings together expertise in leadership, operations, finance, marketing, technology, and industry-specific knowledge.

- Leadership & Strategy
- Operations & Execution
- Marketing & Business Development
- Finance & Administration
- Technology & Innovation

Implements modern technologies, research, and development to stay competitive and future-ready.

		
Krishna Teja Ankam **Founder & CEO**	**Saketh Myneni** **Advisor**	**Ramanujan Ankam** **Sports Analyst**

			
Dr.Nanda Kishore **Sports Medical Director**	**Shashank Tiwari** **Operations Director**	**Sandeep Kumar** **Digital Head**	**Aryan Kakara** **Creative Head**

12. Conclusion

This **Integrated Sports Manufacturing Hub** represents a strategic opportunity for Telangana to establish leadership in high-growth, underserved segments of India's sports goods industry. By focusing on identified white spaces—smart home fitness equipment, mass-market athleisure, performance footwear, connected training accessories, and outdoor/racket sports gear—the project addresses genuine market gaps with strong 10–15 year growth potential.

Key Value Propositions for Telangana:

- **Employment Champion:** 350–400 jobs immediately, scaling to 600+ by Year 5 and 1,000+ long-term
- **Export Driver:** ₹30–65 crore annual exports, contributing foreign exchange and enhancing "Made in Telangana" brand
- **Policy Alignment:** Perfect fit with Telangana Sports Policy 2025 and Union Budget 2026-27 sports manufacturing thrust
- **Technology Hub:** Integration of IoT, smart sensors, and app development leverages Telangana's tech ecosystem
- **Sustainable Model:** Environmentally responsible manufacturing with focus on recyclable materials and green practices
- **Anchor Effect:** Can catalyze supplier ecosystem and attract complementary investments in sports manufacturing SEZ

With a total investment of ₹45 crore, this project delivers strong financial returns (IRR 18–22%, payback 6–7 years) while creating substantial social impact through employment, skill development, and inclusive growth. The project is commercially viable, socially responsible, and strategically aligned with both state and national priorities.

We are committed to making this project a showcase success story for Telangana's sports manufacturing ambitions and respectfully request the Government of Telangana's support through land allotment and T-IDEA incentive scheme.

We look forward to contributing to Telangana's vision of becoming a national leader in sports industry, manufacturing, and innovation.

Annexures

- **Annexure A:** Detailed Machinery List and Specifications
- **Annexure B:** Product Portfolio with Technical Specifications
- **Annexure C:** Market Research Reports and Demand Projections

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Date of Submission:

Authorized Signatory:


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