



HY-Rollers Strategy Manual

Purpose and identity

Padel as a sport has injected a new lease of life into the lives of professional athletes cutting across turfs and boundaries alike. Nurturing the sport at this nascent stage, allowing it to bloom and attract more talent into the sport in India is a shared responsibility of the sporting community. Allying these efforts, Dripkitchens invests in the Hyderabad Padel League to lead HY-Rollers (Hyderabad Rollers). The Indian Roller, dearly called the *palapitta* in local language, is near threatened and facing a high risk of extinction in the wild. We will use this opportunity to raise awareness about the bird and contribute towards its preservation through Padel and sport in general. This manual defines a franchise-ready operating model for a padel team that wants competitive consistency, professional culture, and brand growth across league participation, community presence, and partner relationships. It translates broad team ambition into clear standards for leadership, player behavior, match preparation, registration readiness, and a 12-month execution cadence.

Mission statement

Build the most respected padel team brand in the market by combining disciplined doubles play, visible professionalism, player development, and community-first leadership on and off the court. The mission aligns performance, culture, and reputation so that every match, partnership, and public interaction strengthens both competitive results and long-term franchise value.

Core values

1. Accountability

Every player and staff member owns preparation, punctuality, communication, and match effort. Strong sports cultures perform better when ownership is explicit and expectations are translated into behaviors, not slogans alone.



2. Respect

Respect governs treatment of partners, opponents, referees, hosts, sponsors, and fans. Values-based sports programs give respect as a foundational cultural standard because it stabilizes behavior during both wins and losses.

3. Discipline

Discipline means arriving ready, following tactical plans, managing emotions, and meeting administrative deadlines. Team culture frameworks emphasize that values only matter when reinforced through repeatable actions and standards.

4. Growth mindset

The team treats every league, practice block, and partnership combination as a learning cycle. Weekly feedback, explicit goals, and development rituals are practical ways to strengthen culture and performance over time.

Team philosophy

On-court play style

The team plays structured, percentage padel built around communication, court balance, and partner trust. The captain or on-court leader should coordinate pairings, tactical decisions, and match-day organization, while players execute role clarity instead of improvised hero play.

Key on-court principles:

- Win through doubles structure, not isolated shot-making.
- Prioritize depth, patience, and controlled transition to the net.
- Use predefined pair communication for lobs, switches, poaching, and tempo changes.
- Select pairings based on complementary skills, matchups, and event format rather than friendship alone; captains in padel settings are expected to decide pairings and player usage during competitions.
- Review every match using three lenses: tactical execution, emotional control, and partner coordination.



Off-court conduct

Off-court behavior must make the franchise more credible after every interaction. Team culture emphasizes shared values, accountability, leadership, and open communication as the basis for trust and durable performance.

Standards for off-court conduct:

- Be early to team activities and fully respond to operational messages.
- Represent the team professionally in apparel, social media, and sponsor-facing interactions.
- Resolve conflict privately and quickly; never let public friction damage the brand.
- Celebrate teammates who model values in visible moments, because reinforcement helps culture stick.
- Treat league organizers and venue staff as long-term partners, not transaction vendors.

HY ROLLERS
PADEL CLUB
FLY HIGH. ROLL TO WIN.

THE INDIAN ROLLER SPIRIT
Vibrant. Fearless.
Unstoppable.
Just like us.

COLOUR PALETTE

- ROLLER TEAL #00B28E
- MIDNIGHT NAVY #00182A
- SUNSET ORANGE #FF7A00
- CLOUD WHITE #F2F2F2

FABRIC TECHNOLOGY

- MOISTURE WICKING
- BREATHABLE
- STRETCH FLEX
- LIGHTWEIGHT
- QUICK DRY

DETAILS

- EMBROIDERED LOGO
- SUBLIMATION PRINT
- PREMIUM COLLAR
- SLEEVE ELEMENT

MATCH SHORTS

- ULTRA LIGHTWEIGHT
- BREATHABLE MESH
- FLEXIBLE FIT
- ELASTIC WAISTBAND

ALTERNATE KIT

FABRIC TEXTURE

HYDERABAD'S WINGS. OUR COURT. OUR GAME.