



SHARK KABADDI LEAGUE

#PowerPassionKabaddi

#PowerPassionKabaddi

About SKL



Organized by
Abhyudaya Youth Club
(A National Sports project under Sant Sri Foundation)

Abhyudaya Youth Club empowers rural youth through sports,
aiming to foster **strong, healthy** and **responsible** citizens.



Organized
sports events
across 1 lakh
villages,
promoting kabaddi.



Developed
sports culture
in 1,00,000+
villages,
encouraging
active participation.



Promoting
addiction-free
living and
holistic youth
development.

About **AYC**

/// **ABHYUDAYA YOUTH CLUB** ///



The **Abhyudaya Youth Club** has been actively organizing large-scale sports events across India to promote youth participation and physical fitness.



The first **National Sports Meet** was held in **Lucknow** during **2023**, where **864 participants** took part in different sports activities. Encouraged by the success of the first event,



the second **National Sports Meet** was organized in **Nagpur** in **2024**, attracting **954 participants** from various regions.



The third **National Sports Meet** took place in **Bhubaneswar** during **2025**, which witnessed an exceptional response with **1176 participants**, making it one of the largest youth sports gatherings organized by the club.



For More Information
please visit website :-

www.abhyudayayouthclub.com



VISION

To create an inclusive kabaddi ecosystem where **under-19** athletes from rural and tribal communities can break socio-economic barriers and compete at the national level.



MISSION

To empower athletes from marginalized communities with training, resources, and competition opportunities, paving their path to success in mainstream kabaddi.



TRAINING



RESOURCES



OPPORTUNITIES



SUCCESS

WHY KABADDI?



KABADDI : A FAN-FAVORITE POWERHOUSE



KABADDI'S POPULARITY:

Kabaddi stands as the 2nd most popular sports in Bharat with a dedicated viewership of **280 million**

280

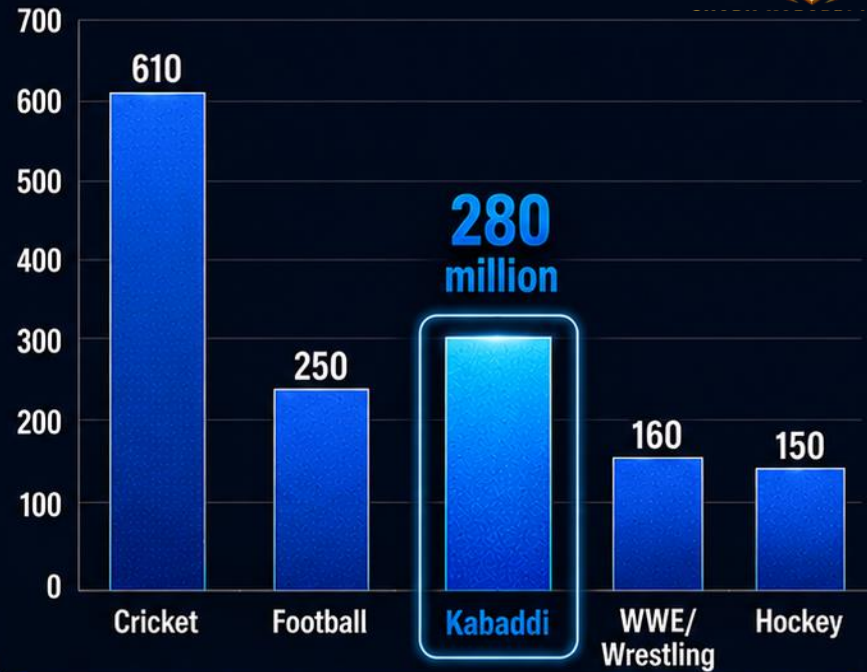


PROVEN AUDIENCE ENGAGEMENT:

Latest Kabaddi league drew

226 million viewers in just 90 matches.

VIEWERSHIP (MILLIONS)



#PowerPassionKabaddi

Why SKL?

SKL is more than just a sporting event—it is a national platform dedicated to elevating kabaddi by discovering hidden talent, creating mass visibility, and building a strong ecosystem that connects grassroots players to professional opportunities.



NATIONAL RECOGNITION

Bringing Kabaddi players from rural and tribal areas of Bharat into the national spotlight.



YOUTH EMPOWERMENT

Providing a platform for players to showcase their talent and enhancing Kabaddi skills.



SPORTING INFRASTRUCTURE

Developing a structured framework for talent discovery and growth.



CULTURAL PRIDE & INCLUSIVITY

Reinforcing Kabaddi as India's own native sport with equal opportunity for all.

ONE GAME. ONE NATION. ONE DREAM.

PLAYERS TRIAL PLAN



States participated in SKL



SELECTION PROCESS OF PLAYERS:



BLOCK LEVEL



DISTRICT LEVEL



STATE LEVEL



NATIONAL CAMP
IN LUCKNOW



DAY 1

PHYSICAL FITNESS
TRAINING & TEST



DAY 2

PERSONALITY
GROOMING
WITH EXPERTS



DAY 3

GAME SKILL
TRAINING & TEST

600 Players will attend the zonal selection camp where 120 will be picked for the 10 Zonal teams.

TOURNAMENT STRUCTURE



2 GROUP 10 TEAMS
& 120 PLAYERS



9 DAYS



23 MATCHES



KNOCKOUT



GROUP
STAGE



FINAL



NORTH EAST

All 7 North Eastern States



ODISHA

+West Bengal



CHHATTISGARH



UTTAR PRADESH



UTTRAKHAND



**HIMACHAL
PRADESH**

+Jammu & Kashmir



PUNJAB

+Haryana



**MADHYA
PRADESH**

+Rajasthan



MAHARASHTRA



KARNATAKA



PLAYER DEVELOPMENT FOCUS

SKL focuses on the scientific and skill-based development of kabaddi athletes—enhancing raiding techniques, defensive strategies, match awareness, and physical conditioning through structured training, expert coaching, and competitive exposure.



HEALTH AND FITNESS

Promotes a healthy lifestyle for players.

01



EMPOWERMENT

Providing opportunities to marginalized youth.

02



SKILL-BUILDING PROGRAMS

Focused on honing Kabaddi techniques.

03



PATHWAY TO PROFESSIONAL LEAGUES

SKL acts as a talent pool for professional Kabaddi leagues.

04



LEAGUE MENTORS



CAPT. DHARAMVEER SINGH

Captain Dharamveer Singh, an ex-army officer, is a seasoned runner, mountaineer, and a TedX Speaker. His inspiring journey from serving in the military to conquering physical and mental challenges through endurance sports has made him a role model for many. With a passion for pushing limits and promoting fitness, Capt. DVS continues to influence others through his experiences in leadership, adventure, and personal growth.



SHRI DEEPAK NIWAS HOODA

Deepak Niwas Hooda is one of India's most accomplished kabaddi players, known for his exceptional raiding skills and leadership on the mat. He has been a key figure in popularizing kabaddi through his outstanding performances at national and international platforms, where his consistency and sportsmanship have made him a fan favourite.



LEAGUE MENTORS



CAPT. YOGENDRA SINGH YADAV

Yogendra Singh Yadav, a retired Honorary Captain of the Indian Army, is the youngest-ever recipient of the Param Vir Chakra for his heroic role in the 1999 Kargil War. At just 19, he displayed unmatched bravery while capturing Tiger Hill despite severe injuries. He continued serving the Army for over 20 years. After retiring in 2021, he became a motivational speaker, inspiring youth across the nation and remains a symbol of courage, sacrifice, and patriotism.



SHRI RAVI KISHAN

Ravi Kishan is a renowned Bhojpuri-Hindi actor turned BJP politician and Lok Sabha MP from Gorakhpur since 2019. A Commerce graduate, he began his film career in 1992 and became a cultural icon in regional cinema. In Parliament, he has championed causes like Bhojpuri language recognition and population control. Honored with the Sansad Ratna Award in 2025, he actively balances politics with promoting his cultural roots.



LEAGUE MENTORS



PADMA SHRI SUDHA SINGH

Sudha Singh is a celebrated Indian steeplechase runner and two-time Olympian (2012, 2016). She won gold at the 2010 Asian Games and silver in 2018, along with three Asian Championship silvers. In 2016, she set a national record with a time of 9:26.55. A Padma Shri awardee, she continues to inspire athletes across the country with her dedication and achievements.



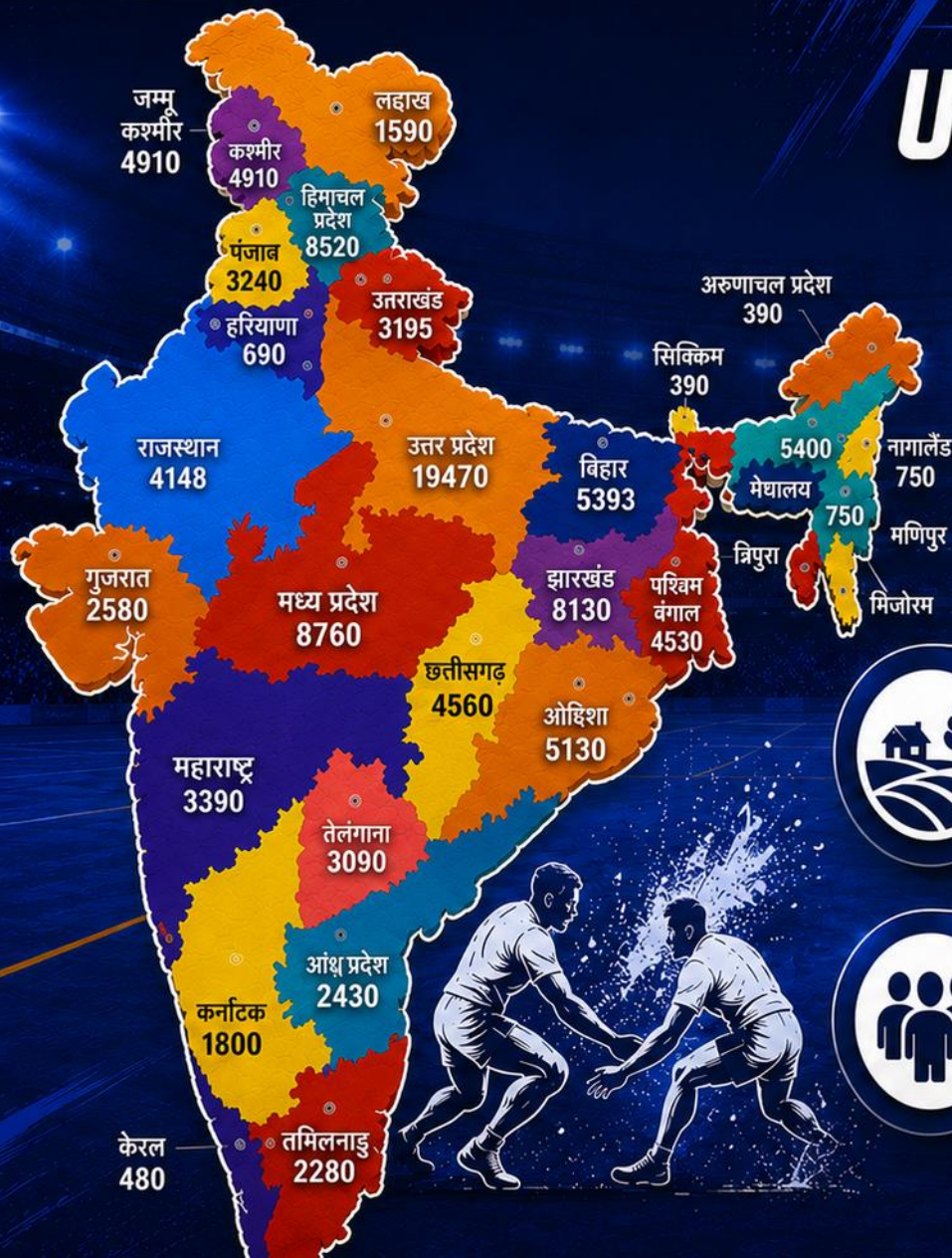
JOURNALIST NAVIKA KUMAR

Navika Kumar is a leading Indian journalist and Group Editor (Politics) at Times Network, also heading Times Now Navbharat. With a master's in economics and political science, she began her career with The Economic Times and The Indian Express. Known for her strong editorial voice and in-depth political analysis, she remains one of India's most influential media personalities.





UNLOCK GROWTH WITH THE REAL BHARAT



SKL's has reach over
1 LAKH+ VILLAGES

**1 LAKH+
VILLAGES**



RURAL EXPANSION :

SKL reaches 1 Lakh + villages
expanding your rural
viewership base.



DIVERSE AUDIENCE REACH :

Kabaddi's cultural resonance in rural
Bharat helps you dominate
untapped regions.





Your Brand
(Title Sponsor)

***Sponsorship
Tiers***



Your Brand
(Powered By)

Feature in match broadcasting - Co Sponsors



WHY SPONSOR US?



01



Change the Game with us

Align with social change by supporting youth sports in rural areas.

02



Tax Benefits

Eligible for tax deductions under Section 80G of the Indian Income Tax Act.

03



Empower Rural Youth

Provide a platform for rural talent to grow and succeed.

04



Reach 1 Lakh+ Villages

SKL's deep reach in tribal and rural areas allows access to 90%+ million untapped potential consumers.

05



Positive Brand Image

Enhance brand reputation through community-driven initiatives.

06



Connect with 4 lakh+ youth

Connect with youth, building long-term brand loyalty.

07



High Engagement Sport

Kabaddi attracts highly engaged viewers, with the latest league drawing 226 million viewers.





INVESTMENT PLAN

/// PARTNER WITH PURPOSE. PLAY A LASTING LEGACY. ///

TITLE SPONSORSHIP

3 Cr

POWERED BY



2 Cr

CO-POWERED BY



1 Cr

TEAM ADOPTION (PER TEAM)



30 LAKH



NOT JUST SPONSORSHIP –
A STRATEGIC BRAND INVESTMENT INTO
INDIA'S **FASTEST-GROWING**
GRASSROOTS SPORT ECOSYSTEM



MASSIVE
YOUTH REACH



POWERFUL
BRAND VISIBILITY



STRONG COMMUNITY
CONNECTION



NATIONAL
EXPOSURE



SOCIAL IMPACT
& LEGACY

#PowerPassionKabaddi



SPONSOR VISIBILITY

High visibility + Deep engagement = Measurable brand growth



MAXIMUM VISIBILITY

Reach a large and diverse audience



STRONG ENGAGEMENT

Connect with passionate fans and communities



BRAND GROWTH

Build trust, loyalty and long-term value



MEANINGFUL IMPACT

Support sports, youth and nation-building

 Benefits/Rights	 Title	 Powered by	 Co-Powered by
 League Naming Rights		—	—
 “Powered By” Tagline	—		—
 Match/Segment Naming			
 Jersey Branding			
 Court/Venue Branding			
 Trophy & Award Branding			—

 Benefits/Rights	 Title	 Powered by	 Co-Powered by
 Influencer Marketing			
 Media & Press Coverage			
 VIP/Hospitality Access			—
 Long-Term Visibility (12 Months)			
 CSR Eligibility			
 80G Tax Benefit			

 Benefits/Rights	 Title	 Powered by	 Co-Powered by
 Broadcast Mentions			
 Digital & Social Media Promotion			
 On-Ground Booth/Stall Space			—
 Player Engagement & Access			—
 Grassroots & Village Outreach			

MARKETING REACH



TARGET AUDIENCE



Global And domestic Kabaddi fans



Families



Sports fans



SUPPORTERS



Potential Sponsors



Team Guardian



Sports media



Lucknow Kabaddi Association

#PowerPassionKabaddi



AUDIENCE REACH

CONNECTING MILLIONS.
CREATING IMPACT.



From grassroots to digital –
maximum audience coverage



15,000+

On-ground spectators



8-12 LAKH

Digital Reach



1M+

Video Views
(Reels + Highlights)



100+

Schools & Colleges engagement



PAN-INDIA REACH

with Tier 2 & Tier 3 penetration

#PowerPassionKabaddi



MEDIA EXPOSURE

MAXIMUM VISIBILITY. MAXIMUM IMPACT.



Multi-platform presence ensures continuous brand visibility



Social Media Campaigns
(30–45 days)
(Instagram, Facebook, YouTube)



Regional Media Coverage
(10+ publications)



**Live Streaming +
Match Highlights**



**Influencer &
Athlete Collaborations**

ESTIMATED EXPOSURE:



2M+
Impressions



500K+
Engagements
(likes, shares, comments)

#PowerPassionKabaddi

Marketing Plan



EVENT & LOGO LUNCH



JERSEY LAUNCH

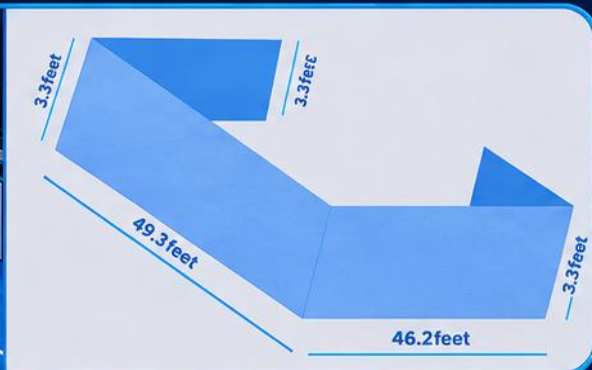


SELECTION & TRIALS





COURT BRANDING



SPONSORS



5% OF EXPOSURE ON LED PERIMETERBOARD DURING A LIVE MATCH (ALL MATCHES)



2.5% OF EXPOSURE ON THE UPPER TIER BRANDING



HIGH VISIBILITY
HIGH IMPACT



MAXIMUM REACH
ON-GROUND & IN-ARENA



STRONG BRAND
RECALL & ASSOCIATION

#PowerPassionKabaddi



ON-AIR

BRANDING GRAPHICS



1 FULL FRAME
REALITY GRAPHICS



6-7 SEC EACH
(DURING EACH
MATCH COVERAGE)



#PowerPassionKabaddi

OUTDOOR PROMOTION



HOARDINGS



METRO



CINEMA HALLS

YOUR ADS
HERE



COLLEGE





ON-AIR FCT



FCT- Live/Highlights

((o))
LIVE

LIVE

180 sec
to Sponsor
| Per match



Highlights

120 sec
to Sponsor
| Per Day

WELCOME TO THE LEAGUE!



Choose how you want to power the game and make an impact.

01

Influencer Marketing

Collaborate with influencers to reach, engage and inspire your audience.



02

Content Marketing

Create valuable content that educates, engages and builds lasting connections.



03

Cross platform

Amplify your message across platforms and connect everywhere your audience is.



04

Promotional videos

Bring your story to life with powerful videos that drive engagement.



05

Promo of the league

Promote the league and build excitement that unites fans and players.



06

Photo shoot of the players

Showcase the spirit and personality of the players through stunning visuals.



Your game. Your way. Your impact.
Let's build something legendary, together!

BRANDING SEGMENT



Maximize your brand presence with dual 15-second premium integrations in every match — delivering consistent visibility and high recall among engaged viewers.



MAXIMUM
VISIBILITY



HIGH
RECALL



ENGAGED
AUDIENCE



#PowerPassionKabaddi

MERCHANDISING



JERSEY DESIGN

BEST QUALITY • UNLIMITED DESIGNS • FAST DELIVERY



SPORTS & E-SPORTS
JERSEYS



PREMIUM QUALITY
Fabric & Print



VIBRANT DESIGNS
Stand Out Always



FAST DELIVERY
On Time, Every Time



DURABLE & COMFORT
Built for Performance



MADE FOR CHAMPIONS
Wear Your Pride

#PowerPassionKabaddi

BE A GUARDIAN



Being a guardian of a kabaddi team is more than just a title — it's a chance to be a part of something powerful, energetic, and deeply rooted in culture.



Leadership Opportunity

You can shape the vision, values, and future of the team.



Empowering Players

As a guardian, you have the chance to mentor and support young athletes.



Honoring heritage

By adopting a team, you get to honor those roots while also fueling the game's modern rise. It's about blending tradition with innovation.



Supporting Dreams that deserve the spotlight

Each player in the team carries a story — of struggle and hope. Many come from small towns and families with limited means.



LIVE

STREAM on DD SPORTS and Waves OTT

**DD
SPORTS**
DOORDARSHAN SPORTS

**W
WAVES**



YOUR ROLE, YOUR REWARDS //



SUPPORT young athletes in building discipline, sportsmanship, and team spirit.



CONTRIBUTE to the development of grassroots talent in Kabaddi.



SET an example of responsible entrepreneurship through community investment.



A CHANCE for your brand to bridge the gap between grassroots talent and mainstream recognition.



THE LEAGUE gives you opportunity to not only support a meaningful social cause but also effectively enhance and promote your brand.



**BUILD TODAY.
INSPIRE TOMORROW.
EMPOWER BHARAT.**



BENEFITS OF TEAM ADOPTION



Team Naming
Rights



Influencer &
Mentor Engagement



Jersey
Branding



Brand Engagement in
Fan Engagement



Venue
Visibility



Exclusive
Access



Social Media &
Digital Marketing



Recognition and
Awards



Owner introduction
on Match Days



Stall Promotion
Opportunity



LIVE  **STREAM**

on DD SPORTS
and Waves OTT

SPORTS
DOORDASHAN SPORTS

W
WAVES

MEDIA MENTIONS



सन्मान्य, पुणेनगर, मंगलवार, 11 फ़रवरी, 2025

अभ्युदय यूथ क्लब : तीन दिवसीय राष्ट्रीय खेल प्रतियोगिता संपन्न

मुख्यमंत्री मोहन माझी ने विजेताओं को प्रदान किया ट्राफी

अभ्युदय युवा क्लब
अभ्युदय यूथ क्लब द्वारा आयोजित तीन दिवसीय राष्ट्रीय खेल प्रतियोगिता 2025 का समापन एक शान्तिपूर्ण समारोह में सम्पन्न हुआ। इस प्रतियोगिता में कुली, बच्चों, लैंग, महिलाओं और वरिष्ठ सदस्यों ने देश भर के उत्तम खिलाड़ियों से भरोसा किया। सम्मान समारोह में वरिष्ठ मुख्य अधिकारी और खेल मंत्रालय के वरिष्ठ अधिकारी मौजूद थे।

मुख्यमंत्री माझी ने विजेताओं को ट्रॉफी प्रदान की और खिलाड़ियों के उत्कृष्ट प्रदर्शन को सम्मानित किया। उन्होंने कहा कि खेलों के माध्यम से युवा अनुशासन, ईमान और नेतृत्व क्षमता विकसित करते हैं।

१९ जूनवारिगाम्मून
अभ्युदय
देवमर्तिन तन्वत बरतो
खेलकुद समारोह



विशालीगच्छा क्रीडा मैदान रंगमण रम्या
१९ जूनवारिगाम्मून
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राष्ट्रीय खेलकूद समारोह का हुआ समापन

मुख्यमंत्री माझी ने विजेताओं को ट्रॉफी प्रदान की और खिलाड़ियों के उत्कृष्ट प्रदर्शन को सम्मानित किया। उन्होंने कहा कि खेलों के माध्यम से युवा अनुशासन, ईमान और नेतृत्व क्षमता विकसित करते हैं।

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क्रीडा स्पर्धामधून व्यक्तिमत्व विकास

मुख्यमंत्री माझी ने विजेताओं को ट्रॉफी प्रदान की और खिलाड़ियों के उत्कृष्ट प्रदर्शन को सम्मानित किया। उन्होंने कहा कि खेलों के माध्यम से युवा अनुशासन, ईमान और नेतृत्व क्षमता विकसित करते हैं।

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सिटी स्पोर्ट्स

इस्ट यूपी को सबसे ज्यादा पदक

अभ्युदय युवा क्लब द्वारा आयोजित तीन दिवसीय राष्ट्रीय खेल प्रतियोगिता 2025 का समापन एक शान्तिपूर्ण समारोह में सम्पन्न हुआ। इस प्रतियोगिता में कुली, बच्चों, लैंग, महिलाओं और वरिष्ठ सदस्यों ने देश भर के उत्तम खिलाड़ियों से भरोसा किया। सम्मान समारोह में वरिष्ठ मुख्य अधिकारी और खेल मंत्रालय के वरिष्ठ अधिकारी मौजूद थे।

वनवासी बच्चों को मिलेगा ओलम्पिक में खेलने का अवसर : जयवीर सिंह

मुख्यमंत्री माझी ने विजेताओं को ट्रॉफी प्रदान की और खिलाड़ियों के उत्कृष्ट प्रदर्शन को सम्मानित किया। उन्होंने कहा कि खेलों के माध्यम से युवा अनुशासन, ईमान और नेतृत्व क्षमता विकसित करते हैं।

Maha wrestlers dominate

मुख्यमंत्री माझी ने विजेताओं को ट्रॉफी प्रदान की और खिलाड़ियों के उत्कृष्ट प्रदर्शन को सम्मानित किया। उन्होंने कहा कि खेलों के माध्यम से युवा अनुशासन, ईमान और नेतृत्व क्षमता विकसित करते हैं।

मुख्यमंत्री ने वनांचल शिक्षा और ग्रामीण खेलों के विकास का दिया भरोसा

मुख्यमंत्री माझी ने विजेताओं को ट्रॉफी प्रदान की और खिलाड़ियों के उत्कृष्ट प्रदर्शन को सम्मानित किया। उन्होंने कहा कि खेलों के माध्यम से युवा अनुशासन, ईमान और नेतृत्व क्षमता विकसित करते हैं।

#PowerPassionKabaddi



Join Us in Building India's Biggest **GRASSROOTS KABADDI MOVEMENT**



@Sharkkabaddileague



@Sharkkabaddileague



www.sharkkabaddileague.org



@Sharkkabaddileague



sharkkabaddileague

SCAN TO CONNECT



LIVE  **STREAM**

on **DD SPORTS**
and Waves OTT

SPORTS
DOORDARSHAN SPORTS

W
WAVES

Thank You.

For further details,
Contact us at :-



+91 8604071174



sharkkabaddileague@gmail.com

