

ATHRISE

IMPACT REPORT

2026



Building India's Sporting Generation

The report reflects the growing role of amateur youth sports in shaping the future of sports in India.

Youth Sports Ecosystem & Championship Report

Youth sports is one of India's most important participation opportunities—shaping confidence, discipline, fitness, teamwork and early identity for children. Yet for many young athletes, access to structured, well-organized competitive experiences remains limited.

Athrise is building an athlete-centric youth sports ecosystem designed to make sport more accessible, aspirational and consistent for children across Indian cities.

The Athrise Championship is the on-ground expression of this vision—bringing together young athletes, schools, families, coaches, officials and partners under one competitive sporting platform focused on elevating youth sports in India.

What unfolds at an Athrise Championship goes far beyond competition. It becomes a high-energy environment of ambition, resilience, participation and community - giving children more opportunities to play.

From first-time athletes stepping onto a professional setup to schools rallying behind their contingents and parents celebrating milestone moments.

Every championship acts as:

- a platform for participation,
 - a celebration of youth athletics,
 - a community gathering space
- and a growing ecosystem connecting sport, culture, wellness, schools, families and identity.

This report captures the scale, participation, engagement and impact of the Athrise Championship ecosystem, while offering a perspective on the future of grassroots sports and youth athletic development in India.



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The Rise of The Sports Economy

Sport is no longer entertainment. It is becoming infrastructure.

For decades, sport in India existed largely as spectacle.

It was watched on television, celebrated during global tournaments and associated primarily with elite athletes and national moments. Participation remained narrow, infrastructure uneven and organized grassroots competition limited to a relatively small section of schools and institutions.

That equation is now changing rapidly. India is entering a new phase where sport is evolving beyond entertainment and into a much larger economic, cultural and social category. Participation itself is becoming valuable.

Fitness is becoming aspirational. Athletic identity is becoming mainstream. And youth sports is increasingly emerging as a long-term infrastructure opportunity.

India is currently home to more than 382 million young people between the ages of 10 and 24. One of the largest youth populations in the world.

Indian audiences are no longer engaging with only one sport or one form of participation. Today, nearly **90% of Indian sports fans follow multiple sports.** Consumers are moving from passive viewership toward active participation, recreational fitness and community-based sporting experiences.

\$130 B

India's sports market by 2030[#]

655 M

sports fan base[#]

43% are Gen Z

one of the youngest sports consuming populations globally[#]

India's sports goods and apparel market is projected to reach nearly **\$58 billion by 2030**, signalling that sports culture is increasingly shaping consumer behavior itself.

According to the World Health Organization's India physical activity factsheet, **nearly 74% of children and adolescents aged 11-17 remain physically inactive.**

India has both one of the world's largest youth populations and one of the world's largest untapped participation markets.

The challenge is whether systems exist that can convert latent interest into structured participation at scale. This is where grassroots sports infrastructure becomes strategically important. Because participation requires: accessible competitions, recurring city-level events, school ecosystems, coach networks, parent trust, community engagement and operational consistency.

Policies in the Direction of Sports

The Union Budget 2026–27 launched a revamped Khelo India Mission designed to transform the sports sector over the next decade.

The government's approach toward sports is also evolving. The Khelo India Mission alone received ~\$96.89M, while \$52.39M was earmarked specifically for sports goods manufacturing.

Overall allocation for the Ministry of Youth Affairs and Sports rose to \$469.79M. The Khelo India framework now explicitly emphasizes:

- grassroots participation,
- school fitness,
- women in sports,
- infrastructure development,
- talent identification,
- community coaching,
- and academy support.

State governments and educational institutions are also beginning to reflect the same urgency.

The School Games Federation of India continues to expand national school competition structures. Across India, governments, schools and sporting bodies are strengthening youth sports through expanded competition structures, improved coaching support and greater investment in athlete development. Simultaneously, sports infrastructure from stadiums and courts to training centers and tracks continues to grow, creating new opportunities for participation at the grassroots level.

\$469.79 M

Sports Budget FY25-26[#]

\$96.89 M

Khelo India Mission[#]

\$52.39 M

Sports Goods Manufacturing[#]

The figures are presented in U.S. dollar equivalents based on the figures published by the government.

Olympics 2036 Bid

Driving infra, policy and institutional focus

Fit India Movement

Promoting healthy lifestyle, fitness and wellness among citizens.

Sports Bill Reform 2025

Ensuring governance transparency, athlete rights, accountability and fair grievance resolution.

The missing layer is operational infrastructure that can bring all of these stakeholders together consistently and at scale.

This is why grassroots championship ecosystems are becoming increasingly important. Because when structured competition becomes recurring, accessible, and community-driven, sports evolves from a seasonal activity into a sustained cultural behavior. And when that happens consistently across cities, schools, and families, the sports economy no longer grows only from spectatorship. **It grows from participation itself.**

This is The Generation That Wants to Move

India's children are not moving away from sports, they are moving towards it.

For years, sports in India were viewed as extracurricular.

"Something children did after studies." That mindset is rapidly changing.

A new generation of parents, schools, brands and communities is beginning to understand that sports is not simply about producing elite athletes. It is about producing healthier, more confident and socially capable children.

India is entering a cultural shift where movement, athletic exposure and participation are increasingly becoming part of modern childhood itself.

Children want sports more than ever before.

One of the clearest indicators of this shift is the growing interest among children in participating in structured sports and physical activity.

382 M

Young people aged 10-24 in India[#]

44%

2016

58%

2024

Daily sports participation among children[#]

99% of Indian children love sports [#]

96% want to be part of school sports teams[#]

This is a generational movement. Across urban India, children are increasingly: Joining coaching academies, Participating in competitive events, Exploring sports beyond cricket, Following athlete creators online, Seeing fitness as aspiration

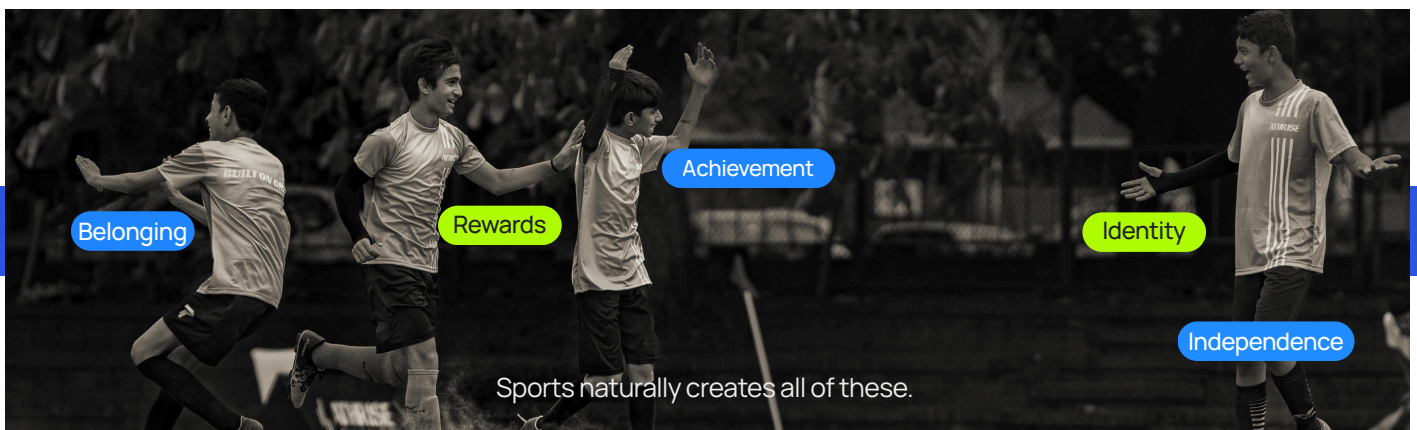
At the same time, rising concerns around sedentary lifestyles are pushing families toward physical activity. **Research has shown that Indian children spend far below the World Health Organization's recommended physical activity levels, making structured movement environments more important than ever.**

This creates a powerful contradiction:

Children want to move more but modern lifestyles often restrict movement.

That gap is now being filled by organized sports ecosystems.

The report, based on inputs from more than 1,800 children and parents across the country, offers an in-depth view of how Indian children are engaging with sports today.



The Shift in Modern Parenting

Childhood is becoming experience first, not achievement first.

For many urban families, sports is becoming one of the most meaningful forms of quality time, identity formation and developmental investment.

This is also why youth sports spending globally has increased significantly in recent years, with families increasingly willing to invest in coaching, competitions and athletic experiences.

A major cultural shift is underway in parenting itself.



Modern parenting is increasingly optimizing for:

- Confidence
- Exposure
- Creativity
- Social development
- Real-world capability
- Holistic wellness

Parents today are increasingly aware that:

- Children need movement
- Digital dependency is rising
- Social isolation is increasing
- Physical confidence matters
- Communities matter

As a result, families are actively seeking:

- Offline experiences
- Team environments
- Shared activities
- Physical engagement
- Achievement through participation

Children develop confidence differently in physical environments than in digital ones.

The World Health Organization has repeatedly emphasized the importance of daily movement for children, yet studies continue to show declining physical activity levels across urban populations.

This has created a growing realization among parents, educators and policymakers that children do not just need education and entertainment, they need movement.

Across the world, conversations around “offline childhood” are beginning to grow stronger. Parents are increasingly seeking environments where children can - interact physically, build real friendships, experience competition, solve problems socially and spend time away from continuous digital stimulation.

For many parents, the value of sport extends far beyond medals and results. It is about helping children build confidence, resilience, discipline, independence and the ability to navigate both success and setbacks.

These conversations, shared by parents across championships, reflect the deeper impact of sport on childhood development.



“So in pre-KG, they had a sports event where he ran 80m and won. There was also a little distance between him and the others. The style of how he ran, his footwork was different and we thought, why not give it a try? I have seen a spark in him (Kavin). I am confident he can do it in athletics. So if he's happy to work hard, I, as a parent, should help him,”

Dayalan Yadvan
f/o Kavin Yadvan (M)



“We never asked Harsaaj to pick a sport, it has purely happened because we have 3 generations of sportsmen in family including me. My grandfather, Harsaaj's great-grandfather is Olympian and was part of Indian hockey team. His grandfather is 3 times Olympic medalist in hockey, he has grown-up hearing these stories and naturally fell in love with sports. He now plays football.”

Sukhbir Chimni
f/o Harsaaj Singh Chimni (M)



“Sports really helps in terms of growing kid's confidence, keeping their physical and mental health in check. So I would encourage all the parents to get their kids in sports early on. You got it!”

Kunal Batra
f/o Kiara Batra (F)

On Ground Parent Conversations

Why Sports Participation Matters

The probability of a child becoming an Olympic athlete is statistically small. The probability of sports positively shaping a child's life is extraordinarily high.

A recent UNESCO-backed study conducted across eight Indian states found that regular participation in sports and physical activity positively impacts - Physical and emotional well-being, Learning engagement, Social inclusion, Transferable life skills.*

Additional longitudinal studies also indicate that adolescents who participate in sports show better self-rated health and improved mental well-being in adulthood. In many ways, sports has become one of the few remaining environments where children:

Learn teamwork physically, Experience failure constructively, Build resilience publicly, Form real-world friendships and Develop identity through action rather than consumption. For modern childhood, these experiences are becoming increasingly valuable.

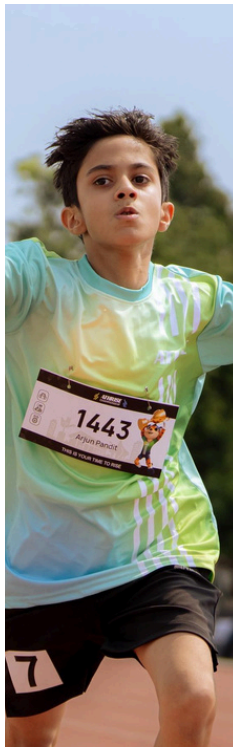
Competitive confidence



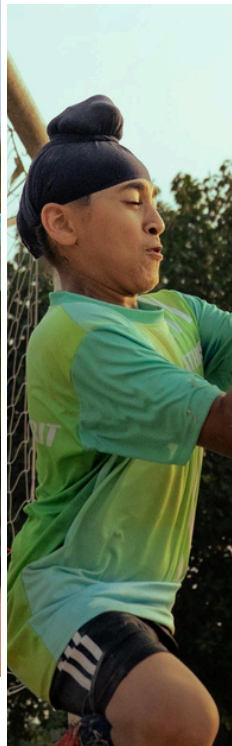
Emotional resilience



Leadership behavior



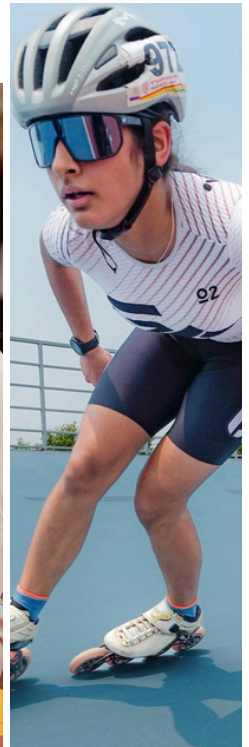
Team communication



Discipline under pressure



Performance accountability



Participation Creates Proof. Proof Creates Confidence.

Peer recognition

Stronger sense of self

Community belonging

Goal orientation

This is especially important in the social media era, where children are constantly exposed to comparison and performance pressure online.

Sports provides a healthier framework for self-worth:

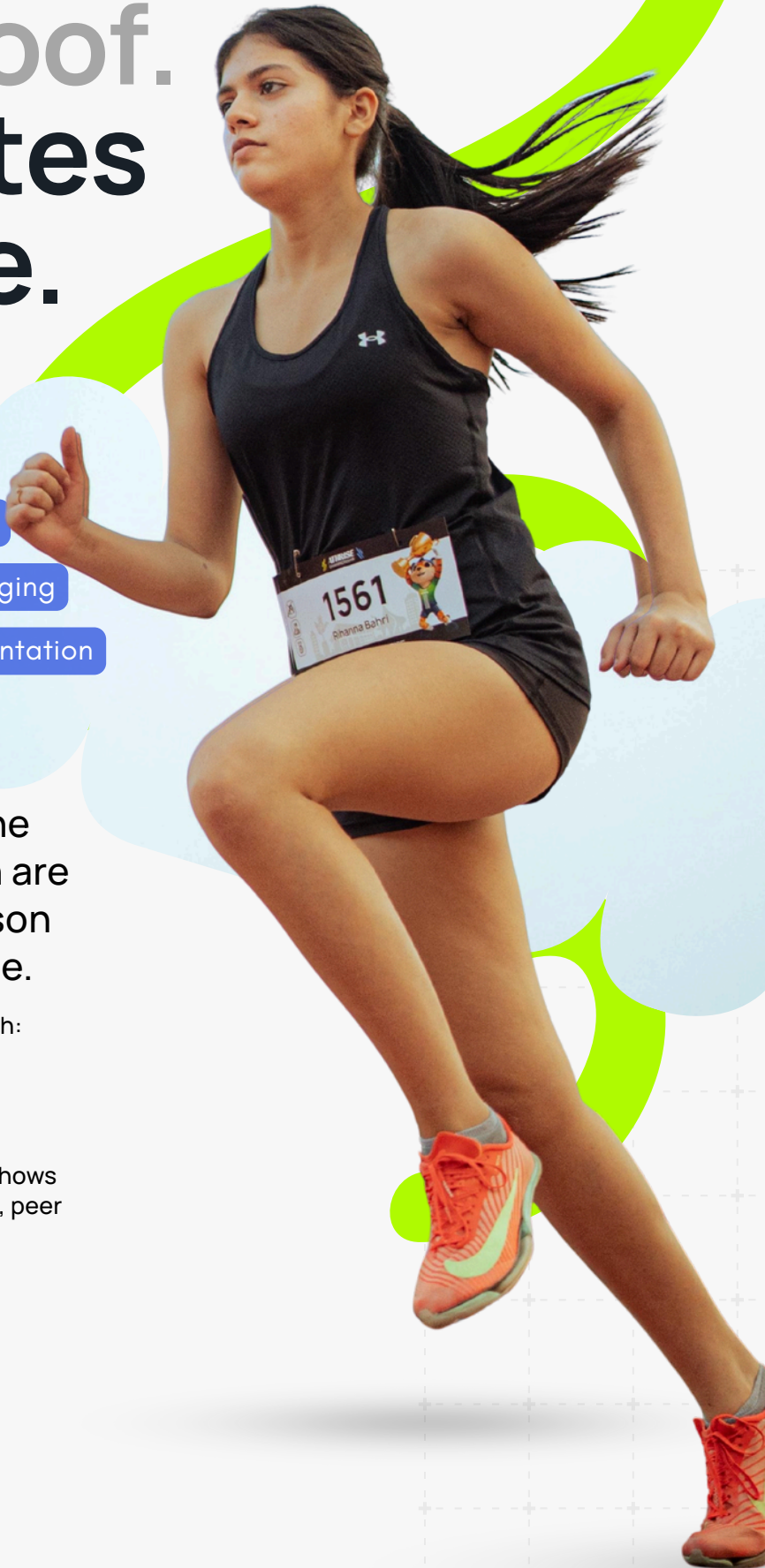
- improvement over perfection
- participation over appearance
- effort over validation

Research on adolescent sports participation also shows strong links between team sports and socialization, peer bonding, and community integration.

This is why young athletes increasingly:

- Share sports achievements online
- Build social identity around athletics
- Wear sports culture proudly
- Follow fitness creators
- See athleticism as aspirational

The athlete identity is becoming mainstream.



Schools as Sporting Catalysts

For schools, sports gives an opportunity to build healthier and more confident students.

Education is no longer being measured only by marks and curriculum. Increasingly, schools are also being evaluated on:

- physical development,
- student well-being,
- extracurricular exposure,
- social development,
- and confidence-building opportunities.

Research across child psychology and physical education continues to show that excessive screen exposure can affect:

- attention span,
- social interaction,
- emotional regulation,
- sleep quality
- and physical activity levels.

At the same time, participation in sports and movement-based activities has been linked to:

- stronger confidence,
- improved social behavior,
- teamwork,
- discipline
- and emotional resilience.

Globally, this conversation is becoming louder. Countries are beginning to rethink excessive digital dependence in early education. Sweden's educational shift directly mirrors these concerns. Following a decline in national literacy scores and reading comprehension, the country has moved away from screen-heavy teaching to restore cognitive fundamentals.



The need for organized sports experiences.

Globally, participation-based sports ecosystems have evolved into massive industries built around recurring engagement, competition and community. India is now entering a similar phase. This creates an entirely new category: sports participation as lifestyle.

The opportunity is no longer limited to elite athlete development. It now includes: Family experiences, Community building, Brand engagement, Youth identity, Wellness ecosystems, Recreational competition, Amateur sports media, Sports commerce

And at the center of this movement is the rise of platforms and events that make sports participation visible, aspirational and emotionally meaningful for children and families alike.

India's Grassroots Sports Moment

India is currently witnessing a significant transformation in the way youth sports are perceived, supported and institutionalized. Over the last decade, national initiatives such as [Khelo India](#) have accelerated investment into sports participation, school-level competition structures, infrastructure development, athlete identification and grassroots athletic programs. Government backed participation initiatives have already engaged millions of students and thousands of athletes nationwide. Research and global studies continue to reinforce the broader developmental value of youth sports participation.

UNESCO's recent sport impact studies highlighted improvements in physical well-being, emotional resilience, classroom engagement, leadership development and social inclusion through structured sports participation.

Within this rapidly evolving ecosystem, championships such as Athrise play a critical role by:

- Creating competitive exposure opportunities
- Encouraging long-term athlete participation
- Strengthening school sports culture
- Increasing parental involvement in athletics
- Supporting female participation in sports
- Building confidence through competition



Championship Overview

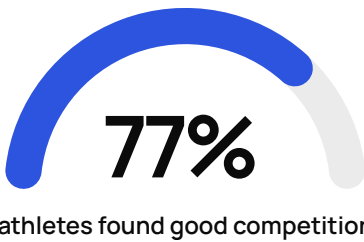
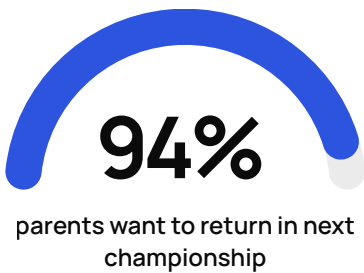
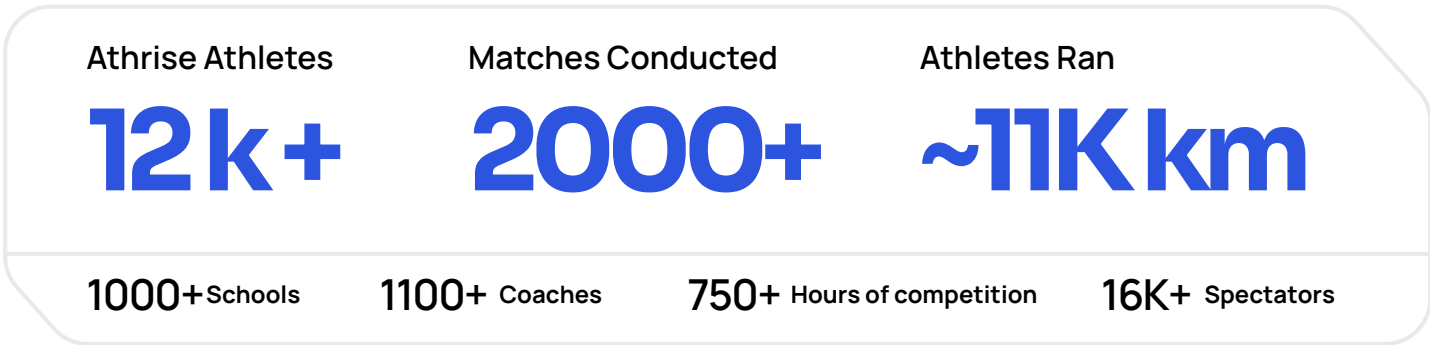
Athrise Championship was created with a belief that every child deserves a platform to compete, grow and experience the joy of sport.

The Athrise Championship represents one of the country's largest youth sporting environments, bringing together athletes, schools, families, coaches, officials and brand partners within a unified competitive platform.

With successful Lucknow and Chandigarh championships and 10 more cities in pipeline, Athrise is building a nationwide ecosystem where athletes, schools, coaches, parents and brands come together to champion grassroots sports. Our goal is not just to discover talent, but to make sport a defining part of every childhood in India.



Championship Impact in 6 months



Creating Competitive Exposure at Scale

While training ecosystems are steadily improving across urban India, young athletes still require repeated exposure to real competitive settings in order to build confidence, resilience, emotional adaptability and sporting maturity.

The Athrise Championship addressed this gap by creating a professionally managed competition platform where athletes could experience:

- Formal match environments
- Structured fixtures
- Audience presence
- Performance pressure
- Medal recognition
- Refereed competition
- Institutional participation

For many participants, this was their first experience competing within an organized championship environment.

This exposure is critical.

Research and sport development studies continue to demonstrate that participation in organized sport positively impacts emotional well-being, classroom engagement, leadership development, confidence and transferable life skills among young people.

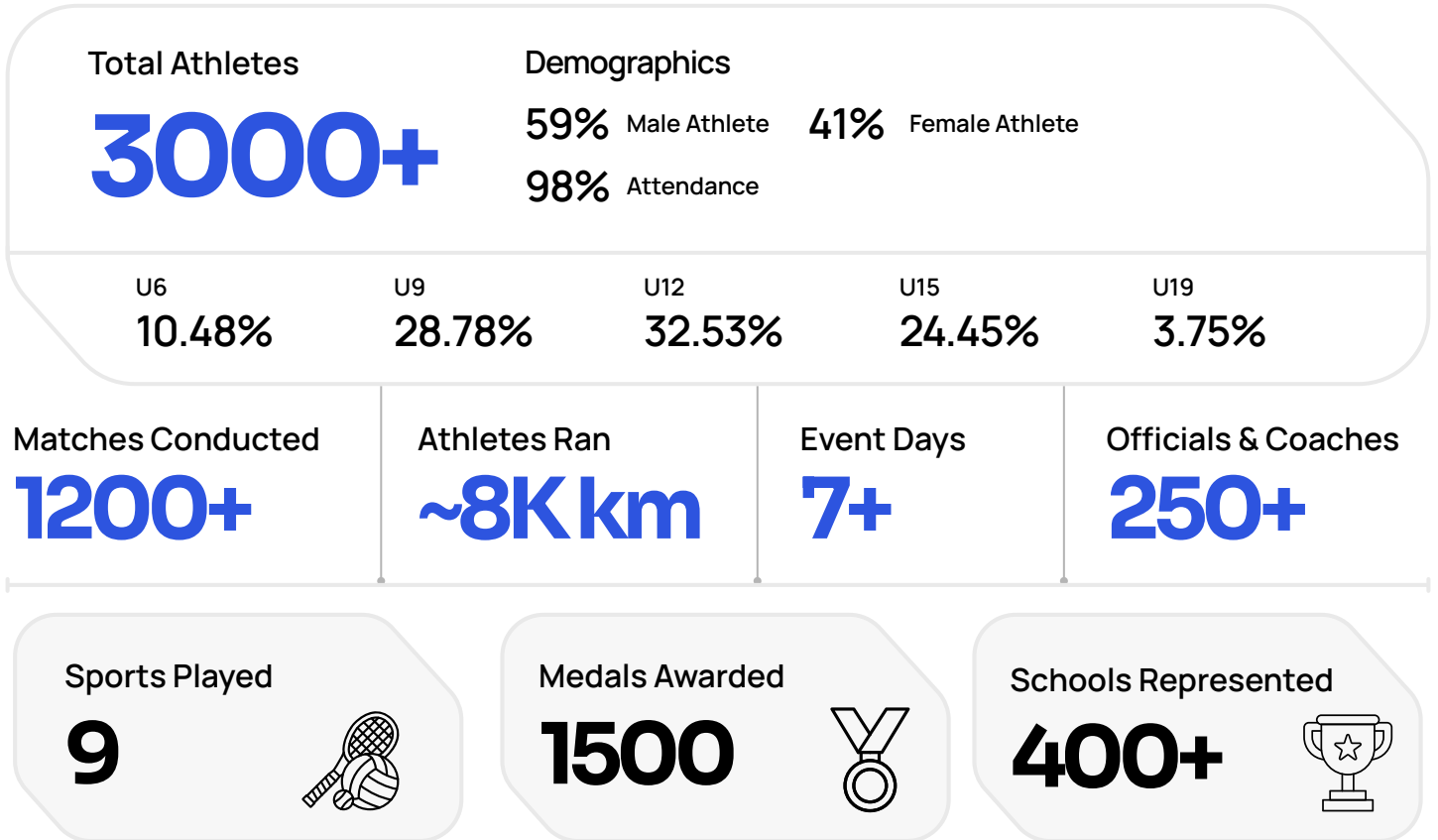
The Athrise Championship contributes directly to this developmental ecosystem by ensuring that young athletes are not only training but competing, adapting, learning and growing.

1 Year Growth Roadmap



Chandigarh Snapshot

08th to 12th May 2026, multiple venues



The Chandigarh edition of the Athrise Championship successfully brought together a diverse and highly engaged youth sporting ecosystem under one competitive platform.

The scale of participation reflected growing momentum within India’s grassroots sports culture, where structured competition is increasingly being recognized as an essential component of student development and athletic progression.

While national initiatives continue to expand infrastructure and participation opportunities across India, professionally executed independent championships now play an equally important role in creating localized, accessible and emotionally engaging sporting experiences for young athletes.

The championship was intentionally designed to balance competitive seriousness with athlete experience – ensuring that participants across age groups and skill levels could engage meaningfully within a professionally managed environment.



Schools at Athrise Championship

Chandigarh 2026

Medals

Strawberry Fields High School Largest Contingent & Top Performer	121 Total	37 Gold	49 Silver	35 Bronze
Vivek High School Top Performer- 1st Runner Up	30 Total	10 Gold	09 Silver	11 Bronze
St. John's High School Top Performer- 2nd Runner Up	26 Total	06 Gold	14 Silver	06 Bronze



We got access of the Vald's world-class sports science equipments through Athrise and tested our kids and understood where kids are lacking, we worked on it and performed very well at Athrise Championship, it was a great exposure for our kids.

- Anish Zakhmi, Coach at Strawberry Fields High School

Lucknow 2025

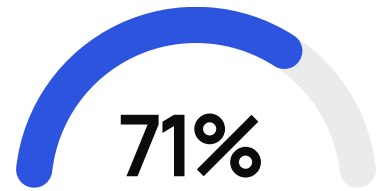
Medals

CMS Gomti Nagar Campus I Largest Contingent	33 Total	12 Gold	08 Silver	13 Bronze
CMS Gomti Aliganj Campus I Top Performer	29 Total	12 Gold	13 Silver	04 Bronze



Young Athletes in Competitive Sport

This milestone carries significant developmental importance. First-time exposure to organized competition allows young athletes to:



of all athletes Athrise were U12



- Build emotional confidence



- Reduce fear associated with public performance



- Understand sporting discipline



- Learn match etiquette and structure



- Experience accountability and preparation



- Develop long-term sporting motivation

For parents and schools, these moments often become the starting point of deeper athletic commitment and continued participation in sport.

National grassroots frameworks across India increasingly emphasize the importance of early competitive exposure in identifying and nurturing future sporting talent.

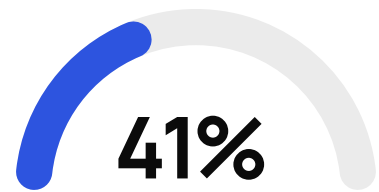
The Athrise Championship contributed to this ecosystem by providing accessible, high-quality competitive experiences for emerging athletes across age categories.

Advancing Girls in Sport

The Chandigarh edition witnessed strong female participation across sporting categories, reflecting growing societal support for girls in organized athletics.

Female athletes participated not only as competitors, but also as team leaders, captains, standout performers and visible representatives of athletic ambition and discipline.

This participation aligns with broader national efforts to improve inclusiveness and sports accessibility for women and girls through grassroots sporting ecosystems.



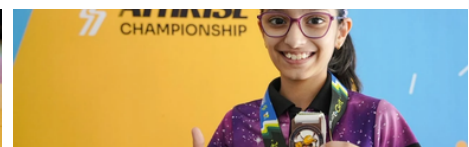
of all athrise athletes were female



- Equal competitive visibility



- Structured participation opportunities



- Recognition through awards and ceremonies



- Leadership representation



- Safe and professionally managed competition spaces

Championship Activates a City

The Athrise Championship extends far beyond the boundaries of sport.

Over the course of the championship, the event ecosystem generates large-scale movement across hospitality, transportation, food services, retail activity, digital engagement, venue operations and local commerce - transforming the host city into an active participant within the championship experience.

The Chandigarh edition demonstrated how grassroots sporting platforms can create measurable economic, cultural and community impact while simultaneously strengthening youth sports participation and local sporting identity.

What begins as a championship ultimately evolves into a city-wide ecosystem powered by athletes, schools, families, coaches, brands and spectators.

16K+

Total Event Footfall

1.5M

Offline Reach

20+

Unique Ground Interactions

High-Volume Consumption Environment

The championship created continuous demand across hydration, nutrition, food services, and athlete consumables due to sustained participation and spectator presence throughout the event lifecycle.

The movement of athletes, families and support staff transformed the venue into a high-frequency consumption environment operating across multiple interaction points.

15K+	10K+	3K+	₹1223
Hydration Units	Food & Beverage Units	Athletes Kits distributed	AOV - 22% upsell on passes

This consumption ecosystem created strong integration opportunities for hydration, nutrition, wellness and lifestyle brands operating within youth and family-focused markets.

Local Commercial Ecosystems

The championship contributed to local economic activity through vendor engagement, temporary employment, service utilization, hospitality movement, transport usage and operational procurement.

Multiple sectors within the local ecosystem benefited from sustained event-driven activity throughout the championship lifecycle.

Reach Beyond the Venue

The Athrise Championship extended significantly beyond the physical venue through large-scale digital engagement and social storytelling.

The result was a highly engaged youth sports media environment powered primarily through organic participation.

25M

Digital Reach

1M+

Reel Views

2.5M

Instagram Reach

2K+

Athlete UGC

5K+

UGC Mentions

100+

Team Members

300+ Nights

Hotel Occupancy Generated

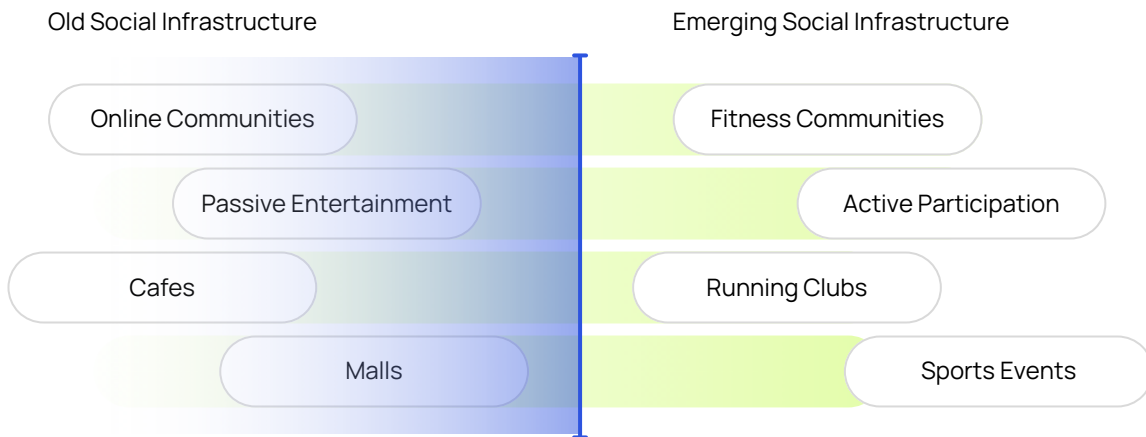
750+

Team & Official Meal Units

Events are becoming the new social platforms

Across cities globally, people are increasingly looking for physical communities, places where they can meet, compete, move and belong in the real world. Fitness and sports events are rapidly filling that role

The New Social Circle



The modern consumer no longer wants to only watch culture. They want to participate in it. This is one of the biggest reasons recreational sports and community fitness events are growing globally at an unprecedented rate.

- Running clubs are replacing networking meetups.
- Track nights are becoming youth culture.
- Marathons are becoming city-wide festivals.
- Fitness competitions are becoming lifestyle identity markers.

The rise of participation economy

Traditional advertising creates visibility. Participation creates emotional ownership. This is why fitness communities grow differently from conventional audiences. From Mumbai running clubs to track nights in Bengaluru and Delhi, fitness is increasingly becoming social infrastructure. Events like HYROX have demonstrated how quickly fitness communities can scale when competition meets community and culture.

While events like HYROX or marathons may primarily attract individual adult participants, Athrise operates across multiple athlete categories and age groups, creating layered audience participation throughout the day.

That means more time spent at venue, more repeat engagement, more emotional investment and stronger community retention.

Most importantly, youth sports creates recurring participation behavior.

Athletes & Families return every season. Schools return with larger contingents.

This transforms championships from one-time events into recurring community infrastructure.

256.5% surge in HYROX
Delhi to Bengaluru attendance grew from 2,300 to over 8,200 athletes.

Sports is creating new spending behavior

A Different Kind of Scale

A single city marathon may happen once a year. A youth sports ecosystem can operate continuously. If Athrise conducts: multiple championships, across multiple cities, across multiple age categories, throughout the year, the cumulative annual reach can potentially exceed many large-format fitness properties.

Event Format	Frequency	Audience Nature	Repeat Participation
Marathon	Annual	Individual adults	Moderate
HYROX	Limited city formats	Fitness enthusiasts	High
Music Festival	Annual	Entertainment audience	Moderate
Athrise Championships	Multiple annually	Entire family ecosystems	Extremely high

Athrise gathers participating communities.

Parent Spending Creating A Youth Sports Economy

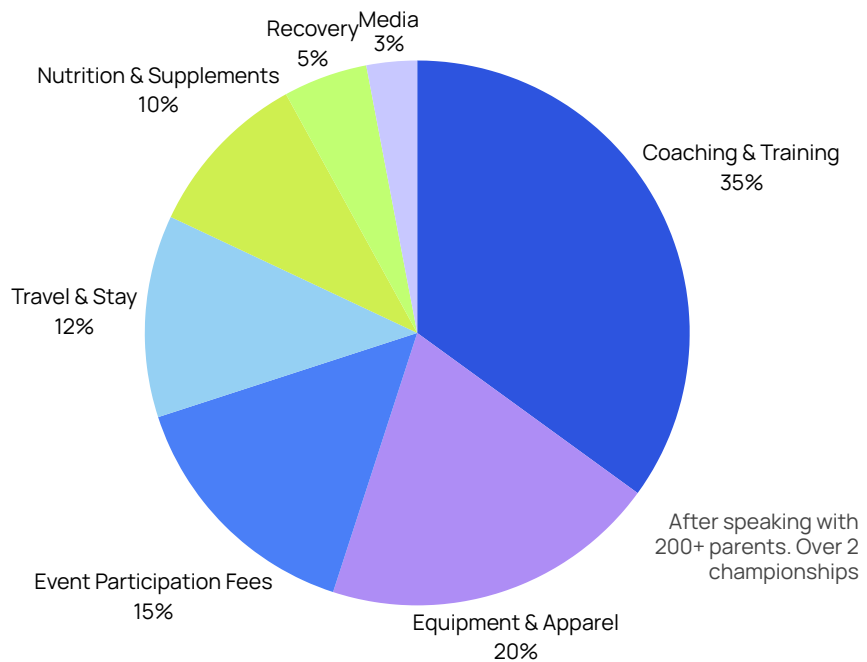
The rise in grassroots sports is also creating a new category of household spending. This signals the emergence of a long-term youth sports consumer economy in India. Sports ecosystems create emotional attendance.

At Athrise:

- parents spend entire days at venues,
- children create milestone memories,
- schools form communities,
- coaches interact directly with families,
- and brands engage consumers in emotionally heightened environments.

This creates significantly stronger recall compared to conventional advertising environments.

1 in 10 urban parents are now actively spending on children's sports exposure.



Brands Have Always Used Sports

Ads are forgotten. Moments aren't.

It represents ambition, identity, discipline, struggle, victory and belonging - which is why some of the world's most memorable brands have consistently built themselves through sports.

When Nike partnered with Michael Jordan, it wasn't selling shoes. It was selling aspiration. Today, Nike continues the same philosophy with athletes like Naomi Osaka, building narratives around individuality, resilience and modern identity.

Red Bull didn't become iconic by advertising an energy drink. It embedded itself into action sports, racing and youth culture, turning sporting experiences into brand memory.

Indian brands have followed the same playbook. Surf Excel used outdoor play and childhood mess to emotionally position itself around experience and freedom.

Complan built aspiration around strength and athletic growth, while brands like Dr. Sheth's partnering with Sania Mirza show how athletes increasingly represent trust, wellness and performance culture.

Sports advertising works because it creates emotional recall. People remember moments. This is why participation creates deeper engagement than passive advertising.



The Future of Brand Building Is Participation

The next decade of sports marketing will be built around participation ecosystems.

Consumers prefer experiences over interruptions, communities over audiences and involvement over observation.

This is why grassroots sports, recreational competition and community-led athletic culture are becoming increasingly important for modern brands. Because when people participate physically, they engage emotionally.

And emotional engagement remains the strongest form of brand memory ever created.



Athrise is not just audience access.
It is repeated emotional engagement for the family.

5+ hrs

Venue dwell time
Per family











~15K

Championship footfall
>85% visit activation zone

^3K

Footfall on all event days
On ground brand engagement: ~15 mins

As consumer attention becomes increasingly fragmented, brands are seeking platforms that combine trust, engagement and relevance. Athrise offers access to a highly engaged community of young athletes, involved parents and premium urban households. This creates opportunities for authentic brand engagement within an environment built around aspiration, achievement, wellness and family participation. The sectors looking to engage with Athrise.

									
Kids Apparel & Sportswear	Nutrition & Wellness	Sports Equipment & Retail	Wearables, Gadgets & Consumer Technology	Hydration, Recovery & Performance Products	Family & Lifestyle Brands	Education & Learning	Hospitals & Healthcare	BFSI	Malls & Shopping Centres

Athrise Engages High-Intent, High Income Households

Presence matters at moments that create lasting memories

Athrise is not just an event. It is a growing ecosystem where brands become part of the next generation's sporting journey.

Athrise Championships bring together athletes, parents, schools, coaches, academies and sporting communities in moments that matter.

Meaningful Presence

- Visibility during high-energy sporting experiences
- Association with athlete achievement and progress
- Brand integration into memorable moments
- Stronger recall through real-world engagement

Ecosystem Access

- Reach athletes, parents, schools, academies, and coaches
- Continuous exposure across championships and digital platforms
- Opportunities for product trials, education, and engagement
- Association with India's growing grassroots sports movement

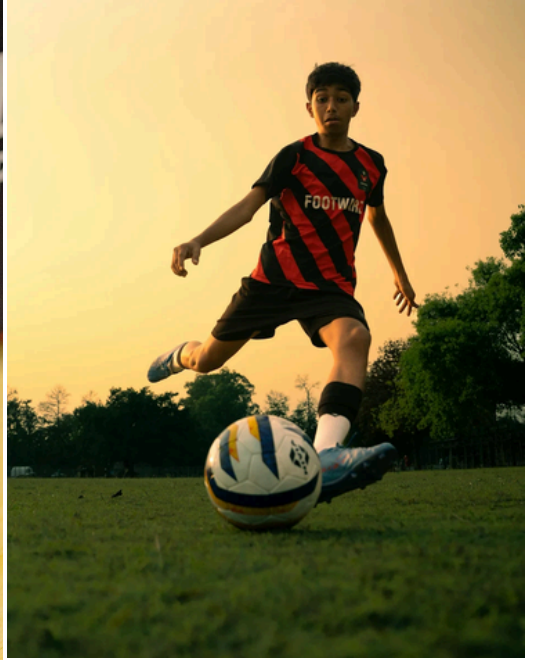
Long-Term Brand Building

- Connect with families through positive experiences
- Become part of recurring participation journeys
- Build trust through community-driven interactions
- Align with health, performance, confidence, and growth



Expanding Partnerships







Let's build the next generation of Indian sports together.

Beyond championship, Athrise is a distribution layer into India's emerging youth sports economy - where brands become part of the moments that matter to families.

Cities

10

Athletes

100k+

Schools

12K+

Coaches

15K+

Partner with Athrise

- Brand integration
- Athlete micro-communities
- School and local community engagement
- Parent and peer social amplification
- Interactive performance storytelling
- Community-driven tournament engagement

Partnership enquiries open for 2026-27 season.

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Appendix & Research

Google and Deloitte Report - [Think Sports - Unlocking India's \\$130B Sports Potential](#)

WHO - [Physical Activity Factsheet INDIA](#)

Union Budget 2026-27 - [Sports Budget](#)

UNFPA - [Youth and Adolescents](#)

Money Control - [99% of Indian children love sports](#)

Business Standard - [Indian kids now spend less time than adults on physical activities](#)

UNESCO - [Study to Measure Social Impact of Sport](#)

BBC - [Sweden's schools cutting back on digital learning](#)

Revsportz - [Ultrahuman HYROX Bengaluru a massive success. sets new benchmark with record participation](#)



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