



Ishraque J. Gulrays

The Initiator(Founder & Owner)



SPORTNICIANS

The Sports People

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Playing a sport, streamlines your behaviour and helps you realise your goals better. It teaches you everything from time management to discipline & helps you plan and organize effectively and makes you a better individual. Sportnicians are here to cater to everyone, from first time participants to professional athletes.

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The Sports People

It provides holistic development and makes you a better individual. Sportnicians are here to cater to everyone, from first time participants to professional athletes.

Passion for sports is the core of our business. Our goal is to ensure that each and every individual is able to experience and continues playing the actual sport and not virtual sports. We want people to learn, grow and excel in their sphere of lives through the basic principles of sports. We are a sports management company that handles leagues, caters to corporates, schools and even provides individual holistic development through sports and other engagement techniques.

Tell us about Sportnicians.

We often call upon people to fix various things in our everyday lives. Right from families, to friends, our spouses to people who take care of our everyday equipment. We always require someone's assistance to mend something or the other. As an individual we believe that if we are strong and happy with our own self, we can fix other things easily. We have people from all different professions to help us when something needs attention. For example, a teacher to teach, a doctor to heal but we rarely have a technician for sports and that's what we are! Leander Paes, rightly referred to us as technicians for sports when we recently collaborated with him for the Tennis Premier League Season 2.

Sportnicians - The Sports People is a company that has customer service at their core. We believe in being numero uno in the service and experience we provide. We have been able to engage our clients with all sorts of sports. We provide you with expertise and guidance for indoor and outdoor sports. You will be thrilled to see us provide you with proficiency in water-based sports too. Ishraque Gulrays, who is the Founder and CEO of Sportnicians - The Sports People, is an ex- India Tennis Player and has travelled the country and experienced sport in all forms. He strongly believes that not just the youth but the adults



of this country too, need to experience and play sports in reality and not just virtual form.

Our team has travelled the length and breadth of the country to create everlasting experience and memories for their clients.

Sportnicians - The Sports People has also associated with Indian Super League (ISL) franchise Mumbai City FC in order to conduct Football Festival at the Grassroot Level. Sportnicians' students were also part of the players escort team for multiple years in ISL wherein they worked with the players onto the playing field during ISL matches. Sportnicians has been invited to Mumbai City FC's Football Summits as well.

Sportnicians - The Sports People were associated with The Times of India Global Sports Show (TOIGSS) 2018 as Supporting Association. We have worked with La Liga Football School in order to conduct football bootcamps.

Sportnicians - The Sports People have been proud Event Management Partners for the Tennis Premier League (TPL) Season 2. Setting standards alike the Indian Premier League (IPL), Pro Kabaddi League (PKL) etc, TPL required to meet global standards of structure & organization after the precedent success of the 1st season. Sportnicians played a crucial role in the success of the 2nd Season & we look forward to Season 3 of TPL.

We have participated in sports shows organised by Times of India and are currently the event management partners for the flourishing Tennis Premier League which will host its Season 3, this year.

Sportnicians - The Sports People value and respect the athletes present in every individual and take immense pride in being organisers for various women and veteran tournaments. We have been able to successfully complete a donation drive, where all our patrons came forward to donate sporting equipment to under-privileged children. We have also connected with old-age homes and organised fun games for the senior -citizen which is something that we enjoyed the most.

We are currently catering to various clientele needs and some of them are listed below

- Corporate Events
- League Management
- Venue Management
- Sports Coaching
- Sports Infrastructure
- Sports Casting

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Vision

Sportnicians - The Sports People aim to help you reconnect with the hidden sports person in each one of you. We have come to believe that all of us are caught in the everyday hustle of our lives and we are practically running a race against time. We intend to change that through sports. We believe and have experienced it ourselves, that playing a sport, streamlines your behaviour and helps you realise your goals. It teaches you everything from time management to discipline along with imbibing effective planning and organization skills.





- Sports Merchandise
- Sports Facility Management
- Sports Consultancy
- Sports Events & Tournaments

We often have their hands full with multiple events because our clients come back to us due to the exclusive experience, we provide to them. Our, "never say no" principle helps them understand the customer's need and work around it with their expertise. We do not hesitate to be creative and are willing to explore options with a gung-ho spirit. We help our clients economise and maximise benefits together. This is one of the reasons Sportnicians - The Sports People is steadily expanding pan India

Sports Casting

Sportnicians in its sports casting vertical associates with Ad & Casting Agencies, Brand Houses in order to provide authentic athletes for television Commercials, Digital & Print Ads etc.

To name a few Sportnicians has successfully liaised with the following brands to fulfil their casting requirements for various commercials:

- Puma
- Apollo Tyres - Manchester United
- Surf Excel

Views on today's industry?

Sports is the next big thing in our Country. Schools, Corporates,

our Government everyone has acknowledged it. With multiple Hashtags, many leagues coming up in the Country, School Games, Corporate Games coming up ultimately SPORT is going to be the winner. Sportnicians will definitely play an important role in promoting Sports whether it is Sports Coaching, Sports Infrastructure, Sports Tournaments, Sports Events, Sports Consultancy, Sports Merchandize, Sports League Management, Sports Casting, Corporate Events, Sports Facility Management & so on. Sportnicians will work with each & every client in order to pull off a successful sporting activity. We are just a call away.

Corona Virus

Adversity can be your greatest teacher helping you reform and transform. The Coronavirus Pandemic has been one of the most adverse times for humankind and its impact on our lives has been huge.

While we cannot deflect the pandemic, we definitely can reform our lifestyle and business by adapting to technology. Sportnicians - The Sports People believe in staying focused, positive and consistent. It is this belief that helped us reorganize the way we reach out to our audience. We hopped on the wagon of technology and introduced multiple online channels to interact and connect with our clients. It is all about taking the first step and leading the way and everyone else is sure to follow suit. We have successfully organised and conducted the following.

- Online Coaching Activities
- Online Quiz Contest
- Sports Talks with Sports Professionals
- Motivational Talks on various platforms
- Customized Sporty Facemasks



Challenges

Sports is the next big thing in our Country & with that in our favour the challenges have become easier to overcome. We have been able to work with a top corporate MNC's, Educational Institutions & Housing Societies. With us building & managing Sports Facilities it is convenient to conduct sporting events & coaching in multiple sports.

Making the industry better.

The industries always expand with time and technologies. It is imperative that as leaders, managers and followers of sport we have one common objective, of helping sports grow. Sport defines an individual and that should be the motto of every organisation that is participating in sports. The industry now has multiple opportunities in sports than just being a player on the field and everyone needs to acknowledge and support that. Sportnicians- The Sports People aims at educating people about the ample of opportunities available and at the same time inspiring everyone to associate with sports. We are expanding Pan India with this thought in mind and looking to serve everyone who wants to be associated with sports.

What can be expected?

Considering the fact that we have been a player and a customer both at different points of our journey. Our



clients benefit by understanding the sport right from the grassroot level if they are not aware. We also introduce sports of all kinds and not just focus on the commercially beneficial sports.

In our corporate journey we have serviced diverse customers, whether there are B2B or B2C hence, it is very easy for us to understand how to treat our customers well. We are steadily growing across PAN India and serving our clients with their sport's needs. We plan according to the budget available with each & every client, that in turn is a win - win situation for everyone involved. We also believe and practice, "Never Say No" which makes us arrive at a consensus with our clients.

What inspired Sportnicians the Sports People to enter the business segment?



The need and the want to get people to enjoy sports and experience them first hand was the main intention behind incorporating a venture like Sportnicians - The Sports People. Sportnicians truly want people to experience sports like never before. In the daily hustle bustle of life Sportnicians offer services proficient in the relevant skills and techniques required to excel at various sports and events.

Explain the CEO's journey

Ishraque J. Gulrays is an ex-All India ranked lawn tennis player who actively played lawn tennis at the National and International level; his achievements in lawn tennis have brought in many laurels and trophies to his school, college and himself. With the professional guidance and his dedication Ishraque had managed to get a nationwide recognition. At the junior level, he was one of the most recognized and known lawn tennis player in India. Success is not the destination, it's just a journey, and that's the thought he lives his life by. Honesty, perseverance, discipline, sincerity, humbleness and grit are not just mere values for him, they are some principles he applies to both his personal and professional life. Being an international tennis player has embedded in him a desire to succeed against all odds.

Ishraque was always inclined to all sports. He truly believes playing a sport can inculcate better habits and transform a person's behaviour for good. He understood the lack of time and space in people's lives as they played sports digitally and not physically. He wanted to connect people back to playing the actual sport & not just virtual sports, it didn't matter what sport they were playing. Thus, came the idea of Sportnicians - The Sports People.

Sportnicians are literally the technicians for sports as Mr. Leander Paes once told Ishraque in one of their meetings. Journey from being an athlete to founder of Sportnicians - The Sports People has helped him achieve varied heights of

success and has also assisted him grow and prosper both personally and professionally. Ishraque intends to make India a true sporting giant.

Tackle initial struggle?

As an entrepreneur the initial struggle is always about being consistent and devoting more than your hundred percent to a project. As entrepreneurs and people who are starting out to make their dreams practical, they need to believe in their power every day. They need to be their constant motivators and be completely customer centric. You need to constantly evaluate your services and make them, market and customer worthy. It is very easy to get demotivated in your initial phase and give up but you need to keep going. You need to believe in the quote, "failures are stepping stones to success". As entrepreneurs you need to worry less about monetary benefits and work more on setting up your services and clientele base. Everything else just flows in gradually.

1. Year of Founding: **2016**
2. Founding Members: **Mr. Ishraque Gulrays & Mrs. Sabiha Gulrays**
3. Office Locations: **Mumbai, India.**
4. Website: **www.sportnicians.com**

