



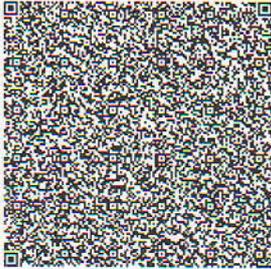
सत्यमेव जयते

INDIA NON JUDICIAL

Government of National Capital Territory of Delhi

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MEMORANDUM OF UNDERSTANDING
BETWEEN
SPORTS AUTHORITY OF INDIA
AND
THEFOOTBALLLINK SPORT PVT. LTD.

A) Sports Authority of India (SAI)

The Sports Authority of India (SAI), a successor organization of the IXth Asian Games held in New Delhi in 1982, was set up as a Society registered of Societies Act, 1860 in pursuance of the Resolution No. 1-1/83/SAI dated 25th January 1984 of the Department of Sports, Govt. of India with the objective of promotion of Sports and Games as detailed in the Resolution.

Statutory Alert:

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-: 2 :-

It is also entrusted with the responsibility of maintaining and utilizing, on the behalf of Ministry of Youth Affairs & Sports, the following Stadia in Delhi which were constructed/renovated for the IX Asian Games held in New Delhi in 1982:-

1. Jawaharlal Nehru Sports Complex
2. Indira Gandhi Sports Complex
3. Major Dhyan Chand National Stadium
4. Dr. Syama Prasad Mookerjee Swimming Pool Complex
5. Dr. Karni Singh Shooting Ranges

SAI is an organization setup by the Government of India to promote sports throughout the country through its Regional centres. Through its promotional schemes, SAI supports and nurtures talent in youth, and provides them with requisite infrastructure, equipment, coaching facilities and competition exposure.

B) TheFootballLink Private limited (TFL)

TheFootballLink Sport Private Limited, a Delhi headquartered organization set up to advance Football as a business, advertising & brand building platform, social development, healthy lifestyle and entertainment. During the past 4 years, TFL along with its associate Company **FootballFirst Sports Pvt. Ltd. (FFL)** has conducted more than 135 initiatives including Tournaments, Festivals, Football Academies, Youth Leagues, Coach Development programs, Seminars & Research papers, with a special emphasis on Grassroots Football for the Underprivileged and Girls and has directly worked with more than 20,000 children and youth both privileged and underprivileged sections of society.

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SAI and TFL shall hereinafter referred to collectively as Parties and individually as first party (SAI) and second party (TFL) respectively where the context so requires

- C) **"SAI** as field arm of Ministry of Youth Affairs and Sports has the expertise in providing requisite infrastructure, equipment, coaching facilities and competition exposure and support to athletics while also ensuring the growth of all sports in India"
- D) **TFL** has expertise in the below mentioned areas:
1. To carry on the business of establishing & operating platforms for connecting various stakeholders by organizing activities/ events/ initiatives in Football
 2. To carry out coaches training educational programs in Football.
 3. To act as consultants, agents, service providers, managers for sports, sports personalities and sports related businesses
 4. Social initiatives for the underprivileged
 5. Football Coaching Academies

All the above can be achieved by creating a sustainable balance between the four aspects of the Football Industry in India:-

A. Social Benefits

Healthy Lifestyle | Mental and Physical development of Children and Youth | Supporting underprivileged | Job Creation | Regional and National pride | CSR Platform

The second party is currently working with the Delhi Police and have created a Sports Diplomacy model called the Child and Youth Development program which uses football as a tool for social development and change in Delhi. The program aims at instilling moral, ethical and social values in Children and Youth across the city by engaging them in a fun and healthy lifestyle with Football. This program is based on active support by parents, police and the community to build a safe and progressive environment for our next generation away from Drugs, Abuse, Crime and Exploitation.

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B. Performance and Achievements

Coaches Training | Coaching Academies | Scouting Programs | Competitive Tournaments | Center of Learning

C. Medium of Entertainment

Playing and Competing | Viewership | Fan Development

D. Advertising platform

Direct and Indirect connect to customers | Brand Image building | Market Research and Activation - across all age groups, social and economic segments, religious and regional sections throughout India.

The second party has created and owns a technology based Football product that aids Academics, Football, Social and Health aspects of footballers in a fun and interactive environment.

This MOU is made as a gesture of goodwill between the two parties to form a partnership to work on development of football in India with a special focus in North India.

TFL proposes the following areas of association:

- 1. Grassroots Coaching Academy
- 2. Coaches Workshops & Seminars
- 3. Educational & Awareness Campaigns
- 4. Football Festivals for underprivileged
- 5. Anti Doping campaigns for SAI athletes

The first party shall provide infrastructural support by making available all its facilities to further the cause of football. It will further provide grounds and equipment to conduct trainings and games, assist with PR, Media and Brand Ambassadors/Role Model for the various campaigns.

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Both parties will jointly coach children, conduct coaches educational programs and various Football workshops and seminars.

In achieving the objectives of this MOU both the parties will work on the basis of reciprocity and mutual interest within the parameters of their respective laws, constitutions, regulations and / or policies and the financial arrangements will be made on mutually agree d terms.

This MOU may be amended, altered, changed or modified but such amendments, alterations and modifications shall be made in writing and signed by the Parties hereto.

Notwithstanding any other provisions, this MOU only expresses the intentions of the two parties. These expressed intentions are not binding and no legal obligations are intended, or do arise as a consequence of the signing of this document.

This MOU will be valid for five years, on successful completion of which, SAI and TFL may renew this MOU to carry out activities in Football and other spaces, on such terms and conditions mutually decided.

In the event either of the party to this MOU feels that the other entity is not fulfilling its obligations, it will give a written intimation of the shortcomings for necessary corrective action. However, if the shortcomings persist, the aggrieved party may determine this MOU with a written notice of one month during which period all subsisting obligations Financial and otherwise will be resolved to amicable satisfaction of both parties.

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This MOU shall be binding on both the parties and the laws of India shall apply with the jurisdiction in the Courts of Delhi.

Chetan Nime
Authorized Signatory
(TheFootballLink Sport Private Limited)

Ramesh
Authorized Signatory
(Sports Authority of India)

Witnesses:

1. *[Signature]*
_____ *satyajit Samkarit*
Dy Dy (PS)

2. *[Signature]*
_____ *Sathyaraj. C.M*
(A.D (stadium))