

Deal Teaser



Submitted by

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Title

Deal Teaser - Project Deuce - India

Distressed Companies

No

Sector

Sports / Media & Entertainment

Do you have a direct mandate from the buyer or seller?

Yes

of Employees

Unknown

Reason For Selling

Anchor Funding for working capital, marketing and promotion and development of the business.

Business Description & Market Information

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- Project Deuce is a venture to build tennis in India for the world. It is promoted by legendary Padma Shree Award winner and 14 times Asia #1, Vijay Amritraj & serial entrepreneur & Davis Cup Finalist, Siddhesh Sharma.
 - Project Deuce is built on the premise of multiple IPs providing year-round engagement, as follows -
 - Legends Cup: India-based tournament of marquee retired players who were past World Number 1 or Grand Slam winners and continue to play competitive tennis.
 - ATP/WTB Event: Project Deuce will obtain rights to host an ATP/WTB 250/500 Pro Tennis Tournament in India, witnessing participation from registered international players.
 - Indian Open: The tournament shall invite participation from the best Indian Tennis Players. Participation criteria shall be based on the current ranking of players and their recent performances.
 - The League: This shall be the flagship event having teams consisting of legends of the sport, active international and Indian players who shall represent Indian Cities in a multiple set format.
 - Tennis Clinics: 11- to 14-year-old junior players shall be selected to receive training & representation, in partnership with established tennis academies.

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