

SII

SPORTS INDUSTRY OF INDIA, INC.



Elite Football League
of India



Elite Football League
of India - University



Universal Basketball
Alliance - University



Elite University
Sports Alliance of
India



Elite eSports of India

SPORTS INDUSTRY OF INDIA INC.

Technical Focus of SII Inc.

1 (of series) - sent last week, started at our beginning, the EFLI, and advanced to discuss our achievement of signing 67 of India's top sporting Universities under the EUSA umbrella.

#1 (of series) also, discussed the dramatic annual reduction in operational costs from \$8 million annually (to get started), to \$700 thousand annually. We lastly discussed our current OPERATIONAL focus and goal of achieving SII Inc.'s first \$1 million in University logo'ed merchandise sales.

Today I'd like to discuss our TECHNICAL or INVESTMENT

BANKING FOCUS.

SII Inc.'s focus (in addition to day to day operational directives to achieve revenue superceding expenses) is to attract and garner a total of \$5,000,000 in equity capital so that we can execute our progress our business plan to gain till profitability.

SII Inc. has worked arduously and with focus for the past 24 months to receive due diligence clearance from West Park Capital Group for the filing of our IPO.

We have most everything in place to succeed in the filing of and for a successful IPO.

A “successful IPO” has two sides, or two different meanings, depending upon the perceptive vantage point.

One vantage point is that of the COMPANY.

#1: Did the COMPANY succeed in “getting” the money they were “attempting” to get?

If the answer is yes, this means that the brokerage firm “did their job”, and successfully COMPLETED the IPO on behalf of SII Inc.

The second vantage point is that of the “short term” shareholder.

#2 Did the stock price go up and can I sell or liquidate my holdings at a profit?

There is, however, a THIRD vantage point.

#3 Did the COMPANY perform “after” it gets the IPO money?

If #3 is answered in the affirmative, then the “sky can be the limit” as to how high our stock price could soar?

Here in the States, the Sports Industry has seen no bounds. Each year, - year in year out, College and University Sports as well as Professional Sports have seen significant rises in both cash flow as well as intrinsic asset value increases.

These increasing cash flow trends started in the 1950’s for sports in America and have continued through today without bounds.

The amount of \$ made and produced from sports is almost unbelievable.

But it came down to one simple concept.

When sports transcended sport AND BECAME entertainment.

In the United States it was the advent of TV which became the catalyst and impetus driving sports into the juggernaut it is today.

It’s ONLY when SPORTS get/or become COMMERCIALIZED that money starts to come into play.

Sports Industry of India Inc. has gained powerful sports properties under intelligent legal contracts in the country of India. It was our company’s exclusive focus, utilizing our minimal resources to acquire these assets before someone else did, or they would no longer sign them over, due to their tremendous cash generating potential and nature.

The Sports Industry of India Inc. is the first and only organization in the country with 1.3 billion people - 4 times the # of America, which is determined to capitalize from University Sports, it's logo'ed merchandise component as well as Tackle Football and this new phenomenon, Esports.

For these reasons, West Park Capital has put us in their hopper or cue to file a registration statement for an initial public offering.

The due diligence clearance for SII Inc. with West Park was a SIGNIFICANT MILESTONE offering real potential to acquire our final and requisite funds needed.

West Park Capital Group is an outstanding brokerage firm particularly when it comes to filing and completing small, internationally based, IPOs of companies which are considered pre-revenue, non-profit, high-risk public offerings.

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