

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.

Sports Industry of India And Its Road To Success

I hope this email finds you well.

I wanted to take this opportunity to explain the path of Sports Industry of India Inc., (SII Inc.).

As most shareholders/owners of SII Inc. are aware, our foundation is The Elite Football League of India Inc., or EFLI.

Under the single banner of EFLI Inc, we managed to raise approximately \$15,000,000. This money was used to build from scratch eight teams which played one Season and was telecast on India's top rated 24 hour Sports Network, Ten Sports on prime time with 90 commercials per day plus a re-airing of the games on their secondary network.

While we achieved many far reaching milestones, we fell far short of materializing the first two years into a self-sustainable and profitable or successful business as we were unable to attract sponsors.

We decided to press forward with our “top down” business strategy. This meant that we would strive to gain immediate and credible name recognition as well as leverageable recognition by putting a brand new league/concept, (the EFLI), on Indian National Television which was something that nearly no other domestic sport league outside of cricket had attained.

Upon our arrival in 2010, nearly no Indians even knew what tackle football was - as there were virtually no footballs even sold anywhere in the country of 1.3 billion people. At the time, Cricket was the only commercially accepted sport in India.

Today, other sports and sports leagues have additionally come into public favor and have had great commercial success. India as it turns out-and as projected by us, is not a ONE SPORT country. To the contrary, India’s sports Industry is now growing and is recognized as one of the fastest growing industries in the world.

To some degree the top-down approach worked and we gained enough notoriety with India’s top Universities that some of the very biggest and best decided to play tackle football. After three years of growth at the University level, the Indian University Association “sanctioned” tackle

football and announced and included the game to and for all of their 700 plus Universities and included the newly introduced sport of tackle football on their Annual National Sports Calendar as an officially approved sport.

The Executives of EFLI then leveraged off of the relationships built with the Universities' to sign an agreement with the Association of Indian Universities (AIU) allowing for "our" newly formed entity UBA to "own" the TV rights for many University sports and their national tournaments including football and basketball.

At this point, EFLI was "growing football", and growing a necessary feeder system for football through the University system, meanwhile reducing its fiscal expenditures.

In addition, management identified the need to increase the odds of revenue generation by adding potential revenue streams through University football and basketball for the shareholders.

Next, recognizing that none of the Universities' had logos or mascots the EFLI executive team set out to convince these massive Universities' of their need to create a University name and logo. In addition, that the University should sign over the legal rights and split any profits resulting from the sale of any logo'ed merchandise.

This concept began working.



The next idea was to “control our own destiny” by creating OUR OWN association of Indian Universities. We called this the Elite Universal Sports Alliance of India or EUSAI.

This too now is materializing as we have successfully signed up 67 Universities to date.

We are in the beginning stages of commercializing University sports in India.

We are filming and live streaming many sports as well as Esports and live streaming and growing our/the fan base.

We are growing our viewership and sponsorship.

We have reduced expenditures from approximately \$8,000,000 million annually to \$700,000 annually.

We are now focused on finalizing the construction of India's first ever sporting University Conferences.

We are also finalizing to launch our very own app which will allow for live streaming of the sporting events and logo'ed merchandise sales.

We currently are putting resource focus on attaining our first \$1 million in merchandise sales.

In summary, our vision is to intertwine all of our related assets with the focus now on revenue generation through sponsorship and merchandise sales as well

as receiving money from app downloads and eventual EUSAI annual University membership fees.

We believe we ARE in the progress of:

A. Creating a replica of the National Collegiate Athletic Association (NCAA)

B. Creating a replica of The Collegiate Licensing Corporation (CLC).

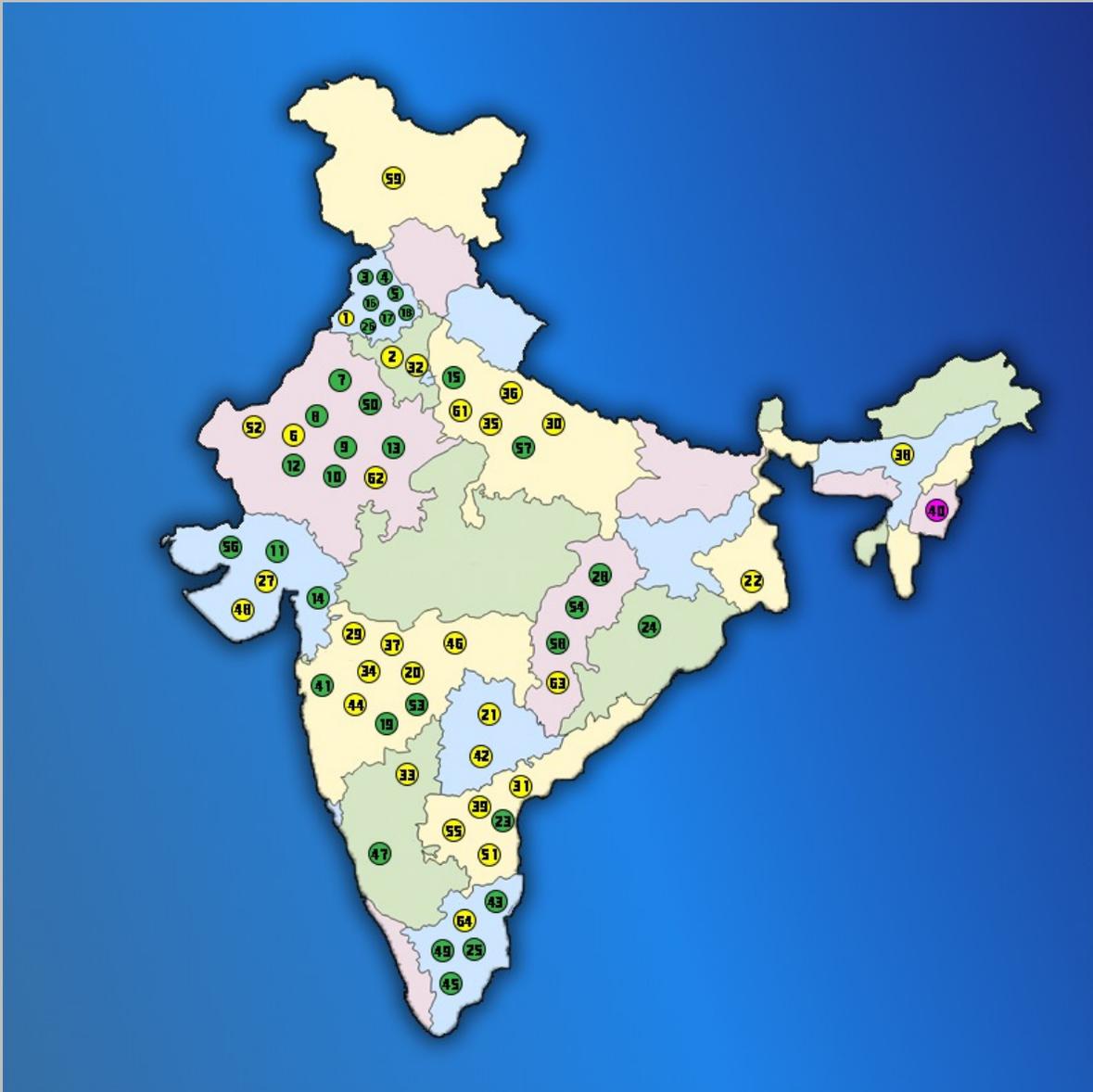
C. Creating a replica of the NCAA's top media properties which are the Men's National Basketball Tournament, (NCAA's March Madness) and the NCAA's college football properties.

D. Creating the Big Four University Conferences.

E. Creating a replica of the NFL.

F. Creating a replica of

ESPN network partially
for the college/University
sports sector.



The list of universities all around India

While we have much more work to do and understand that we are NOT any of the above, we do believe in the power of commercialized University sports and as of today we are legally becoming owners of the said properties. With hard work and longevity and success in our merchandise sales and sponsorship sales, we are confident we can attain sustained profitability and we believe the sky's the limit

regarding growth and upside. We believe we are creating much of India's future sports industry which could be worth in the billions if not trillions.

This is an endeavor which continues to progress.

“The Road to success is never a straight line”.

“Don't stop. Don't even think about stopping until you get there, and don't give much thought to where “there” is.

Whatever comes, just don't stop.”

This last quote is from the book Shoe Dog: A Memoir by the Creator of Nike, Mr.Phil Knight.

Some investors have asked “What about football?, What ever happened to Professional football?”, with a tone of natural skepticism.

The answer is, football is still growing and progressing and we strategically pivoted off of football to advantage from the opportunities which presented themselves as we were in “survival and growth mode”.

Today our shareholders have much more upside with far less risk from the fiscally exhaustive and insular opportunity of only Professional Football.

The Sports Industry of India Inc., SII inc., can become a very successful company if we can sustain our current progress. This progress ultimately needs continued - albeit diminished capital until more revenue comes from our growth in India.

An initial public stock offering (an IPO) is a viable

opportunity and option for us to raise the requisite capital needed for success.

To accomplish this we have many very difficult but compulsory pieces already in place...such as clearance from a competent Investment Banker-Underwriter.

We have recently engaged the Audit firm of AJSH & Co LLP, a PCAOB registered firm, and we are currently working through the required audits progressing daily towards completion, to be able to file for an IPO.

Lastly, my opinion and with personal encouragement:

I know this opportunity is very very large and very very real. It requires and will take unusual tenacity and longevity of unremitting and implacable effort with efficiency and effectiveness to succeed. The great news is that we've come a long long way and have made significant foundational progress. We are now focused on creating revenue due to its feasibility unlike in our first two years.

The opportunity may equal the effort.

However, if we can generate just a modicum of revenue in this vast country and in this growing sports industry, we could and should quite easily become profitable. If we become profitable, how far can our company go?

Just because our professional football didn't take off immediately does not equate to the fact that the Sports Industry of India Inc. is doomed. Quite the opposite.

Maybe it was a blessing long term. We are still looking forward to and intend on furthering the EFLI. We have been

continually and successfully growing the foundation and feeder system for our professional tackle football league.

We will work together to “see to it” that we succeed.

Relatively speaking we need very little capital for the enormous upside.

While in our first full year of operations we lost \$5 million (audited), we lost only \$700,000 (unaudited) last full year.

Our University sporting side in India offers true and virtually unparalleled opportunity which should be exploited.

The fact that we are signing Universities and getting logos and beginning Conferences with the legal rights to film the sports properties and developing our app to both view the games and to purchase merchandise is quite unreal.

Please watch the 14 minute video at the front of our website (www.sportsiii.com) - (all 14 minutes) to fully understand the comprehensive scope and breadth of our company and the immense potential fiscal magnitude of its inter-related parts.

[Visit our website](#)