



**SPORTS LAW &  
MANAGEMENT**

**FIRM PROFILE**





# SPORTS INDUSTRY IN INDIA

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Globally, sport is a unique and powerful cultural phenomenon, which both unites and divides communities, as well as engendering an increasing element of entertainment value. The global sports market was estimated to be worth \$500 billion in 2023 and is expected to grow at a compound annual growth rate of 5 – 7%. India has a sports consumer base of approximately 722 million, a significant portion of which engages with sports beyond just watching the games. This engagement has been fuelled by the availability of inexpensive smartphones and affordable mobile data coupled with robust instant payment services, which has seen significant growth. These factors allow for a large consumer base to interact with sports and spend money while doing so, as a result of which there has been a rise in the popularity of fantasy sports & casual gaming applications that offer paid games of skill (which are deemed as legal in most parts of the country), and esports.

Enormous consumer demand has led to an increase in the revenue generated by the industry over the years, which has led to the government, in India, to make efforts to revamp the present eco-system to attract more investments. A testament to these efforts is the introduction of the National Sports Governance Bill, 2024, the National Sports Policy, 2024 and India having sent the letter of intent to host the 2036 Olympics. There has also been a rampant increase in the role of private bodies, aimed to match international standards and to provide stability to new ventures, ensuring that India's sports landscape is well poised for a transformative leap towards a bigger and brighter future. Various initiatives for sports other than cricket, like the establishment of Indian Super League, Ultimate Table Tennis, Indian Racing League, Pro Kabaddi League, to name a few, have successfully changed the manner in which people perceive sport. Hosting of international events like the FIFA U-17 World Cup and the Cricket World Cup, and the increasing popularity of the flagship government school sports initiative, the 'Khelo India Games', has created a larger potential for hosting similar events and created opportunities for both, domestic and international investments, whether involved directly in sporting activities or the broader framework of associated services i.e., sports tourism, export of sports goods, etc. These concerted efforts have continued to strengthen India's standing in the global market.

The above-mentioned developments and the potential in the industry has brought with it vast opportunities and challenges to professionalise and commercialise sport & gaming and along with it the need for professional expertise in the fields of science, management, media and law relating to the business of sports & gaming.



# OUR PRACTICE

Founded in May 2017, AM Sports Law and Management Co. is a fully dedicated law and management practice for the business of sports and gaming. The firm engages itself in services at all stages, ranging from strategy development and contract negotiations to league management and representation of athletes/teams before the various regulatory authorities/ fora.

The team consists of highly skilled lawyers from some of the top law schools, both, in India and abroad. They have a unique approach with a deep and pervasive understanding of issues related to the industry, given their significant contribution in setting up various national and international leagues from their inception, consulting on acquisition of various kinds of rights, advising on licensing deals, and assisting other stakeholders who have ventured into the business of sports & gaming and allied areas.

Further, AMSL provides the services of experienced lawyers in a manner which is cost-efficient, giving due consideration to the fact that most businesses in the sports & gaming industry, in India, are start-ups. They have the experience of working with federations, tournament owners (some of whom are corporate giants), athletes, team owners, sports-tech & data companies, esports publishers, fantasy and casual gaming operators, etc., giving them a 360-degree understanding of the industry. The firm also engages in structuring sports law and management courses across the country.

Their areas of practice inter alia include Sports and Gaming related laws, Anti-Doping laws, Football Laws (contracts, transfer, dispute resolution), Media and Entertainment laws, and Intellectual Property laws. They also offer expertise on ancillary areas such as Litigation, Mergers & Acquisitions and Capital Markets.



# SERVICES

The wide gamut of services provided by us to the various stakeholders in the sports industry include:

POLICY  
ADVISORY

COMPETITION  
LAW

ANTI-DOPING

DISPUTE  
RESOLUTION

LEAGUE FORMULATION  
& ORGANIZATION

RISK  
MANAGEMENT

GAMING & BETTING LAWS,  
E-SPORTS ADVISORY &  
CONTRACTS

BROADCASTING DEALS  
& NEGOTIATIONS

SOFTWARE & LICENSING  
CONTRACTS

INTELLECTUAL  
PROPERTY RIGHTS

INVESTMENT PROPOSALS  
AND FINANCE

ARTIST AND ANCILLARY  
AGREEMENTS

PLAYER CONTRACTS &  
TRANSFER OF PLAYERS

COMMERCIAL  
ENGAGEMENTS &  
MEDIA MANAGEMENT

SPONSORSHIPS,  
ENDORSEMENT &  
AGREEMENTS









# RELEVANT EXPERIENCE

We have been instrumental in advising a broad base of clients, for numerous events and issues, a few of which are listed below:

- Working on the Global Super League, Guyana (South America's first major standalone cricket event); the University Cricket League (owned by Mr. Suniel Shetty & Mr. Parth Raval).
- Retained by Galaxy Racer (GXR) for all its intellectual property, media & sports related transactions; as a part of the engagement successfully led the transaction for securing the exclusive media rights from La Liga, Serie A and Ligue 1 for the Indian subcontinent.
- Supported the inaugural season of the National Cricket League USA, the first T10 cricket league to receive official sanction from the International Cricket Council (ICC), promoted by industrialist, Mr. Arun Agarwal, and cricketing legend, Mr. Sachin Tendulkar.
- Retained by the Dani Family Office, for almost a decade, which inter alia (i) owns and operates the football club, Chennaiyin FC; (ii) owns and manages a franchise based table tennis league, Ultimate Table Tennis; (iii) runs a not-for profit, Dani Sports Foundation (ELMS); and (iv) participates in Esports; to provide 360° legal support.
- Retained by Sports for All, since its inception, which inter alia is engaged in the business of (i) conducting Olympic style tournaments for school and university students across India; (ii) running of a sports tech platform; and (iii) servicing various government initiatives in relation to sport.
- Retained by CricViz (Ellipse) a leading sports data & analytics company.
- Engaged by Insurekot (sports vertical of Kotak) for their Kabaddi and Chess ventures.
- Engaged by TalentLyfe, a sports management agency run by Mikael Sylvestre (ex-Manchester United Player).





# RELEVANT EXPERIENCE

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- Engaged by Quidich Innovation Labs to provide comprehensive legal support to negotiate deals with Apple Inc. and the International Cricket Council for the development of a first of its kind app compatible with the Apple Vision Pro, built to increase viewership of the ICC Men's T20 World Cup.
- Collaborate with national sports federations from time to time to provide legal guidance on sports governance matters, supporting the development, and enforcement of policies that enhance the integrity and management of the sport.
- Provided legal support to individual athletes regularly, including Manasi Joshi (Paralympian), Jemimah Rodrigues, Deepak Hooda and Mohammed Kaif, to facilitate endorsement and sponsorship agreements with leading international brands.
- Contributed to the establishment of the X1 Racing League & the Indian Racing League (owned by MEIL), Maharashtra Kusti Dangal (owned by Zee Entertainment), Indian Super League, Premier Badminton League & Indian Badminton League, Cue Slam, in India, the Canadian Global T20 League, the Afghanistan Premier League, St. Moritz Ice Cricket, and the Euro T20 Slam, abroad, and several other sports' intellectual properties.
- Regularly engaged in football-related disputes involving clubs, players and agencies, which includes representing clients in proceedings before the All India Football Federation (AIFF) and providing robust legal support across a range of football matters. Also regularly engaged by athletes to represent them before anti-doping tribunals.
- Regularly advise on legality and functioning of fantasy sports' mobile applications, e-sports (games of skill) and betting and lotteries in India (games of chance).



# THINK TANK

## PUBLISHED ARTICLES

- More than just a number: how India is trying to tackle age fraud in sports, July 12, 2024
- Protecting India's athletes - A review of sexual harassment laws following wrestling allegations, April 14, 2023
- E-doping needs e-laws to keep esports clean, August 26, 2022
- Cutting through the regulation of the virtual advertising landscape (India perspective), July, 2022
- How Covid-19 is impacting commercial sports contracts (India section), October 07, 2020
- Why the BCCI refuses to come under the jurisdiction of India's National Anti-Doping Agency, February 1, 2019
- To ban or not to ban: How the ancient sport of Jallikattu (bull-taming) is being regulated across India, February 20, 2017
- Why India's sports federations are now required to register as NGOs, January 17, 2017
- How India's demonetization is impacting Indian sport, December 1, 2016
- The need for better dispute resolution systems in Indian sport and the Government's new Guidelines, November 21, 2016
- Sushil Kumar deserved a trial, June 17, 2016
- Annually contribute to LawInSport's, a UK based leading Sports Law website, publications on 'Key Sports Law Developments' of the year & 'Key Issues to Watch' in the coming year.







## — BOOKS & INTERVIEWS —

Contributions to the following Books & Journals on Sports Law:

- Co-Authored a paper on 'Online Gaming Industry and GST: An Ongoing Saga' for the Journal of Sports Law, Policy, and Governance, December 2023
- Authored chapter on 'Investment in Sports Activities' for Amity Law School, Noida's 'Handbook on Sports Law' published in 2018
- Co-Authored paper on 'Critical Analysis of the WADA Code, 2015 with regard to Principles of Proportionality and Human Rights' for NLUD Student Law Review, 2017
- Authored chapters on 'Animal Doping in Sport' and 'Selection of Athletes' for the National Law School of India University, Bangalore's book 'Game, Set and Matchless... A Reader on Sports and Law', 2016.
- Co-Authored a paper on 'Good Governance in Sports' for the ASSOCHAM Conference on Good Governance and Policy Development
- Co-Authored 'Law and Sport in India', 2nd Edition, Lexis Nexis, 2016

Media Engagements:

- Aahna speaks to LawInSport's CEO, Sean Cottrell.
- Aahna speaks about her experience as a sports lawyer.
- Aahna speaks to LetsTalkSports with Sid Deshmukh on LetsTalkSports (Episode 1)
- Aahna speaks to LetsTalkSports with Sid Deshmukh on LetsTalkSports (Episode 2)





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(PRINCIPAL LAWYER)

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### PROFESSIONAL MEMBERSHIPS

- ♦ Editorial Board Member, LawInSport
- ♦ Member, Arbitral Tribunal, Football Delhi
- ♦ Governing Council, Ultimate Table Tennis
- ♦ Supreme Court of India Bar Association
- ♦ Delhi High Court Bar Association
- ♦ International Association of Sports Law
- ♦ ISDE Sports Law Alumni
- ♦ Women in Sports Law
- ♦ ASSOCHAM, Sports Council
- ♦ Women's Council Young FICCI Ladies Organization
- ♦ Member, Media & Entertainment Law Society (MELS),  
College of Legal Studies (CoLS), UPES, Dehradun
- ♦ Executive Board, Journal for Sports Law,  
Policy and Governance, NLUJ, Assam

# FOUNDER

**Ms. Aahna Mehrotra** is the Founder of AM Sports Law & Management Co. She was called to the Bar in May, 2011 and has gained considerable exposure through her experiences at different institutions worldwide. After completing her schooling from Mayo College Girls' School, Aahna studied law at the ILS Law College, Pune. She then worked for a year, in India, before pursuing her Masters in Entertainment & Sports Law from the UCLA School of Law. During her year at UCLA, Aahna worked in the Intellectual Property & Anti-Piracy department at Warner Bros., which helped in polishing her skills in the American system. She further enhanced her skills by pursuing a certificate course in Sports Law held at the University of Cambridge and a second Master's degree in Sports Law from ISDE, Madrid. She also has a certificate in Sports Law from the Sports Law and Policy Centre, in Ravello; a certificate in Intellectual Property laws from the London School of Economics; a certificate in Entertainment Law from the University of New Hampshire; and has attended a certificate course in Sports Law at the University of Geneva, which was held in collaboration with Duke University, U.S.A.

Aahna is actively involved in the day-to-day affairs of the business of sports & gaming. She has been instrumental in setting up more than fourteen sports' leagues at the national and international level, which has enabled her to execute a variety of work, including but not limited to strategic management, drafting of rules and regulations, compliance and due diligence, liaising with government and public authorities, drafting and negotiating contracts with several stakeholders, intellectual property registrations, on-ground monitoring & support during events, post-tournament review and audit. She has represented corporate entities and athletes, before several courts across the country, in governance related issues and commercial disputes; and also regularly advises clients on matters pertaining to financial structuring and commercial viability of a sporting venture, gaming (fantasy, casual & esports) laws.

Having been the youngest person to have served as the Vice Chairperson on the National Anti-Doping Disciplinary Panel, Aahna is an expert on Anti-Doping laws. She is amongst the small group of lawyers engaged by the Government to consult on the National Sports Governance Bill, 2024 & the National Sports Policy, 2024. Amongst her most notable publications is co-authoring the second edition of the book 'Law and Sports in India' published by LexisNexis. Aahna was one of the 200 experts involved, from across the globe (and amongst the only 2 from India), to contribute and review the first ever Global Report on Corruption in Sport published by the UNODC. She also serves as a visiting faculty at several sports law and management programmes of repute; is an advisor to Women in Sport, India; and is engaged by Galaxy Racer in a strategic business advisory role.



# CONTACT US



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