



BADMINTON ASSOCIATION OF INDIA

(Affiliated to the Badminton World Federation and Badminton Asia Confederation)

PRESIDENT
DR. HIMANTA BISWA SARMA
Chief Minister
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EXPRESSION OF INTEREST (EOI)

The Badminton Association of India (BAI) invites Expressions of Interest (EOI) from reputed sports management companies, event promoters, commercial rights holders, consortiums, and organizations for the conceptualization, development, commercialization, operation, and management of a professional badminton league in India.

Eligibility Criteria:

- Demonstrated experience in organizing and managing National and/or International Sports Leagues.
- Proven expertise in sports event management, sponsorship acquisition, media rights, broadcasting, marketing, and commercialization.
- Strong financial capability to develop and sustain a professional league.
- Submission of a Bank Guarantee/Bank Comfort Letter from a Scheduled Commercial Bank for a minimum amount of INR 30 Crore.

Proposal Requirements:

Interested parties shall submit a comprehensive league development plan including:

- League format and competition structure.
- Franchise/team ownership model.
- Commercialization and revenue generation strategy.
- Sponsorship and broadcast rights plan.
- Marketing and fan engagement strategy.
- Operational and governance framework.
- Financial projections and long-term sustainability plan.



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Submission Deadline:

Complete proposals along with supporting documents must be submitted via email on or before 30th June 2026.

Email: srsanjaymishra@gmail.com

BAI reserves the right to accept or reject any application without assigning any reason and to modify or discontinue the process at its sole discretion.

Warm regards.

Sanjay Mishra
Hony. General Secretary
Badminton Association of India

