

**Consulate General of India  
Manchester**

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**Press Release  
Indian Sports Business Delegation to Manchester Spurs Bilateral Sports  
Collaboration**

A FICCI Sports Delegation made a 3-day visit to Manchester this week. Foregrounded by the momentous signing of the Comprehensive Economic and Trade Agreement (CETA), by the Hon'ble Prime Ministers of India and UK, the delegation sought to engage with the world's top sports stakeholders in Manchester.

The 15-member delegation led by Mr PKSV Sagar, Chair, FICCI Sports Committee visited prominent sites, interacted with UK-based leaders and presented the latest developments and growth potential in India's sports industry. This visit builds on the existing linkages between Manchester and India's bustling sports markets. This exposure strengthens endeavours to bid to host the Commonwealth Games 2030 and 2036 Summer Olympic Games in the heart of India.

Manchester is reputed as the global hub of sports, making it an ideal city to host the delegation. India, too, has renewed its focus on sports through initiatives like Khelo India and has been hosting a growing number of international sports events. The delegation visited world-renowned sports infrastructure and research centres based in Manchester. These included Etihad Stadium – Home of Manchester City FC and a global model for club-led grassroots & infrastructure development; Institute of Sport, Manchester Metropolitan University – A hub for cutting-edge research, athlete performance, and sport-tech innovation; BBC MediaCityUK – Understanding how world-class sports broadcasting and storytelling shape public engagement and fan culture.

The delegation also visited Loughborough University – ranked as the world's best institution for sports. Delegation was received by Vice-Chancellor Professor Nick Jennings and senior LU officials. They interacted with researchers and witnessed live demonstrations of the research prowess and innovation at the University, forging connections between India and Loughborough.

The India-Manchester Sports Business Forum was organised by CGI, FICCI and Department of Business and Trade, UK in association with Deloitte. The panel discussion moderated by Davinder Singh Bains, Deloitte Sports Business Group including experts Dr. Kanishka Pandey, Head of Sports IMT Ghaziabad, Preeti Jhangiani, actor/co-founder, Pro Panja League and Yawar Abbas, Head of Sports at

Manchester Active shared their insights on sporting philosophy, culture and industry best-practices.

This visit was consolidated by a report launch titled 'Winning Together: Unlocking the Sports Economy between India and Manchester' by Grant Thornton Bharat. CG Mrs Vishakha Yaduvanshi commissioned this report at the iconic venue of the National Football Museum. This report is a blueprint exploring harmonies between India's fast-evolving sports landscape and Manchester's global sporting legacy. At this juncture, 2 members of the delegation officially announced MoUs with Manchester-based firms, expected to be formally signed in the coming weeks.

CG rang the iconic bell at the Emirates Old Trafford Cricket Stadium to start off Day 4 of the India-England Men's Cricket Test Match. She presented the report on India-Manchester Sports Economy to CEO LCCC, Mr. Daniel Gidney.

A meaningful initiative for shared goals, in the backdrop of CETA signed on 24 July 2025, paves the way for stronger sporting, people-to-people and comprehensive economic and business partnership between India and Manchester.

**Manchester**  
**28 July 2025**