

## **About Us**

Iconik Sports and Events Limited (formerly ID Info Business Services Ltd), is a legacy company incorporated in 1956 and headquartered in Mumbai. With a rich history spanning over six decades, the company was initially engaged in Financial services and thereafter specialized in delivering software solutions to public sector undertakings and insurance companies across India.

In 2012, the company underwent a strategic transformation when Mr. K. Kannan acquired a 69.8% majority stake under SEBI takeover guidelines. Building on this foundation of innovation and reliability, the company embraced a new vision in 2024—officially rebranding as Iconik Sports and Events Limited.

Today, Iconik is dedicated to redefining the sports and events landscape in India. With a future-forward approach and a passion for excellence, we are driving innovation in sports organization, infrastructure development, digital engagement, and commercial sports ventures.

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## **Our Vision**

To become India's leading integrated sports and event management enterprise—nurturing talent, creating iconic experiences, and empowering communities through the power of sports.

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## **Our Business Verticals**

### **1. Sports Organization & League Management**

We specialize in planning, organizing, and executing professional sports leagues, tournaments, and events across diverse disciplines—including Padel, Tennis, and Cricket. Our aim is to enhance sports culture while creating entertaining, community-driven experiences that celebrate sportsmanship and competition.

### **2. Sports Infrastructure & Academies**

We are committed to developing world-class sports infrastructure. This includes setting up training academies, coaching facilities, and high-performance centers. These hubs provide aspiring athletes with structured programs, expert coaching, and state-of-the-art equipment for holistic development.

### **3. Sports Marketing & Commercial Ventures**

From league sponsorships to merchandise licensing, we leverage our marketing expertise to build strong sports brands. Our team facilitates media partnerships, broadcasting rights, influencer activations, and digital storytelling to amplify reach and revenue across platforms.

### **4. Facility Rentals & Event Services**

Iconik offers flexible rental options for sports venues to both league participants and the public. Our value-added services include sports equipment rental, hospitality, event logistics, and turnkey coordination to ensure flawless execution of events and training sessions.

### **5. Digital Media & Emerging Platforms**

We are at the forefront of digital transformation in sports—using technology to stream live matches, host interactive fan experiences, and explore opportunities in e-sports and gamified engagement. Our

goal is to connect fans and athletes through immersive digital ecosystems.

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## **Current Initiatives**

Iconik Sports has proudly partnered with the World Padel League, Dubai to bring the globally acclaimed sport of *Padel* to India. The inaugural Indian Padel League was debut in Mumbai during the first week of February 2025, with plans to expand across major Indian cities. This marks a significant milestone in our journey to develop niche sports and create a vibrant, international-standard sports ecosystem in India.

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## **Our Legacy**

Incorporated in 1956 and reborn in 2024, Iconik stands at the crossroads of heritage and innovation. Formerly ID Info Business Services Ltd, our transformation into a premier sports and events company marks a bold new chapter.

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## **Our Vision**

To be India's most dynamic and impactful sports enterprise fostering talent, building iconic events, and uniting communities through sport.

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## **Our Pillars**

### **1. League Management**

Pro tournaments across Padel, Cricket & Tennis.

### **2. Sports Academies**

High-performance training and coaching facilities.

### **3. Marketing & Branding**

Sponsorships, media rights & merchandise ventures.

### **4. Facilities & Rentals**

Sports complexes, rentals & event services.

### **5. Digital & E-sports**

Streaming, content creation & gaming innovation.