



# PRITHVI EVENT & SPORTS

Fueling Passion, Powering Events



***MARKETING DECK, 2025***



# WHO WE ARE

Prithivi Sports & Events is Northeast India's leading full-service sports and event management company. Based in Guwahati, we specialize in organizing professional football and cricket tournaments, corporate sports events, player trials, talent scouting, and live broadcasting services. With deep regional expertise, a highly experienced team, and a passion for execution, we transform every event into an unforgettable experience.

## OUR MISSION

To empower sports and events across Northeast India with world-class execution, local insights, and grassroots impact — uniting communities through professionally managed experiences.





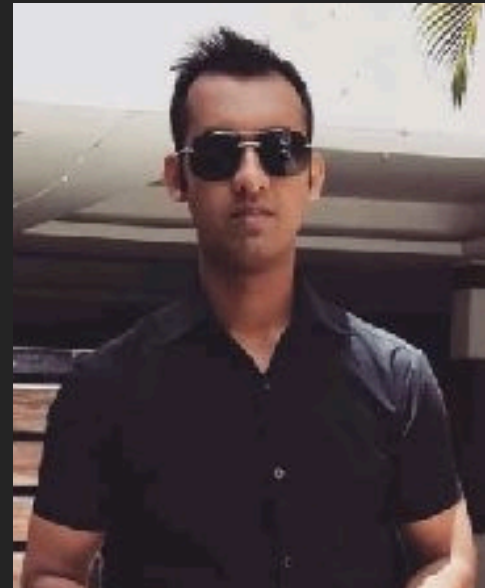


# MEET OUR **FOUNDERS**



## **Hrishiraj Talukdar** Founder | Technical Head – Sports Development

A Level 2 certified coach and former Russian National Team player, Hrishiraj brings international playing and coaching experience. He leads trials, coaching programs, and technical execution of tournaments and player development initiatives.



## **Prashal Sharma** Director – Strategy, Tourism & Operations

A district-level cricketer and tourism specialist with an MBA, Prashal oversees planning, operations, and tourism-linked events. He brings strategic thinking, local network, and seamless execution to every project.



## **Bhaskar Das** Director - Head of Events, Marketing & Digital Strategy

With 18+ years in business development, digital marketing, and event execution, Bhaskar has led key projects like I-League 3, ACCL League, and corporate tournaments for Bandhan Bank and Apollo. He blends ground-level operations with top-tier digital strategies.



# OUR CORE SERVICES

## Sports Event Management

We organize professional football, cricket, inter-college, and state-level tournaments with complete planning, team coordination, venue setup, and execution. Our events are scalable, high-impact, and tailored to regional and national standards.



## Corporate Sports Events

We help brands engage their teams through competitive cricket/football events, sports days, and branded tournaments. From corporate leagues to employee engagement fests, we handle everything from logistics to trophies.



## Football Trials & Talent Scouting

We design and execute football scouting programs, summer camps, and academy trials. Our network includes top clubs like Hawk Academy and Juntos FC to create real opportunities for emerging athletes.



## Cricket Coaching & Camps

In partnership with AM Academy in Guwahati, we offer certified cricket coaching for various age groups. Our programs focus on skill-building, discipline, and performance under experienced coaches.



## Live Broadcasting

We deliver HD multi-camera broadcasting services with live commentary, branding overlays, and real-time streaming to YouTube, Facebook, and OTT platforms. Ideal for leagues, trials, and branded events.



## Celebrity & Talent Management

We manage celebrity athlete appearances, influencers, and anchors for sporting events, inaugurations, and college fests. From travel coordination to on-stage performance, we handle it all.







# WHY CHOOSE PRITHIVI?

- **Regional Expertise:** Deeply rooted in Northeast India's sports ecosystem
- **End-to-End Execution:** Planning, logistics, branding, referees, and more
- **Trusted by Top Brands:** Worked with ITC, BIG FM, Karbi Angloun Govt, Bandhan Bank, Apollo, Juntos FC, Hawk Academy & many more.
- **Scalable Events:** From grassroots trials to national leagues (I-League 3, ACCL)
- **In-House Tech & Broadcast Team:** Ensuring top-tier digital reach & engagement





# OUR WORK IN ACTION







# HIGHLIGHT PROJECTS

## **I-League 3 (Diphu, 2024)**

End-to-end event execution including planning, operations, and live broadcasting of 10 matches; attracted 12,000+ attendees.

## **Assam Celebrity Cricket League**

A premier celebrity cricket league in Assam, blending entertainment with sports; serves as a regional talent showcase platform with structured game and promotional support.

## **Football Summer Camp (Hawk Academy)**

Youth-focused training and scouting camp, fostering grassroots development and early talent identification.

## **Football Scouting**

Football scouting and talent identification program targeting underrepresented areas in Arunachal Pradesh.

## **Corporate Tournaments**

Successfully conducted tournaments for Bandhan Bank, Apollo Hospitals, and others; tailored for employee engagement and brand presence.

## **Live Broadcast Clients**

Managed live streaming and social media integration for major events like I-League 3, ACCL, and more.

## **Football Club Management**

Currently handling operations, training, and marketing for two clubs: Hawk Academy, PFR Academy

## **American Premium Cricket League (Chicago, 2023)**

Delivered operational execution and full digital marketing support for this USA-based premium cricket event, enhancing visibility and audience engagement.



# SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

Partnering with Prithivi means becoming part of the region's most exciting sports movement. We offer impactful brand positioning across ground-level and digital platforms.

- **Brand Visibility** - Feature your brand on jerseys, event banners, social media creatives, influencer shoutouts, and digital broadcast overlays — creating long-lasting recall across platforms.
- **Live Engagement** - Drive real-time interaction through on-ground contests, branded booths, giveaways, and digital promotions that connect with players, fans, and communities.
- **ROI-Focused Campaigns** - Track every impression and engagement with pre- and post-event reports, audience analytics, and customized brand activations tailored to your KPIs.
- **CSR-Aligned Projects** - Amplify your brand purpose by supporting youth development, grassroots sports, and community-led events across Northeast India.





# FOR CLUBS & ACADEMIES

We support football and cricket clubs, academies, and training centers with everything from operations to outreach.

Host trials and training camps backed by certified coaches, match officials, and digital registration systems. Tap into our scouting network and talent pool to find the next star player. Get support for venue setup, tournament structure, and end-to-end execution. Boost visibility through professional media coverage and live streaming options tailored for your club's growth.



# FOR CORPORATES & INSTITUTIONS

**We bring the power of sports to your workplace. Our corporate events blend competition, celebration, and team spirit.**

**From intra-office cricket or football tournaments to full-scale employee sports days, we plan it all — logistics, kits, trophies, emcees, and branding. We create meaningful brand moments with influencer engagement, aftermovies, and storytelling content that lives beyond the match. Join leading organizations across Assam that trust us to energize teams and engage employees through sports.**





# LET'S WORK TOGETHER

FOR MORE INFORMATION

t: 98640-89334, 93878-67789

e: [prithivi.events@gmail.com](mailto:prithivi.events@gmail.com)

a: Dispur, Sarumotoria, Guwahati,  
Assam 781006, India



[www.prithivisports.com](http://www.prithivisports.com)

11/11