



THE
SPORTS HUB

TRIVANDRUM

Where Life Meets Action 

SPORTS • CLUB • CONVENTION • RETAIL • ENTERTAINMENT

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The Sports Hub, Trivandrum is the new benchmark in the landscape of sports infrastructure in India. Built over 37 acres, it is a **completely integrated sports and leisure complex**, the first of its kind in India. Ambitiously envisioned, meticulously planned and executed, it is all set to become a landmark on the world sports map. A true marriage of form and function, it is designed and planned to not just become the first choice for hosting national and international sporting & entertainment events, but also an active hot-spot for the city of Trivandrum. With numerous avenues for entertainment and social engagement for the entire family, including an international standard clubhouse and a vibrant retail enclave, it will be an active social destination for all 365 days of the year. It is a glorious tribute to the sporting excellence and rich cultural history of Kerala

It is here that truly Life will meet Action.... every day



Naming Rights: The entire complex would be named after the naming partner.
The brand name of the partner will precede 'The Sports Hub'



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Location proximity

- 2 Km from Technopark, Kerala's premier information technology park with 7.5 mn sq ft. of built up area housing about 280 IT companies
- 8 km from the proposed Technocity for IT and ITES industries with a development potential of 15 million sq ft.
- Adjacent to the Laxmibhai National College of Physical Education, under the Sports Authority of India, spread over a sprawling campus of 50 acres
- Surrounded by major residential & commercial real estate developments
- 14 km from the International & Domestic Airport
- 4 km from Kazhakkootam Railway Station
- 15 kms from the Trivandrum City Railway station

About Trivandrum:

Thiruvananthapuram City has over 1.1 mn residents, with a distinctly youthful and sports loving profile. Kerala receives an inflow of over 600,000 tourists every year, growing rapidly on the strength of its natural beauty, ayurveda, and cultural heritage. It also welcomes a sizeable number of non-resident Indians on a personal or business visit, every year

Trivandrum is ranked #1 for Housing and Transport development per survey of cities conducted by India Today in 2013. The per capita income, has risen by ~8% between 2011-12 and 2012-13. The proportion of non-food expenditure, an indicator of purchasing power, is higher in Trivandrum when compared to rest of Kerala at 71%. Trivandrum is also well connected to Middle East through its well-to-do expat population



THE SPORTS HUB, Trivandrum- Where is it located

The Sports Hub is located in the southern city of Trivandrum (Thiruvananthapuram), Kerala **within the campus of Kerala University and abutting the National Highway (NH47).** The Sports Hub, Trivandrum has a vibrant neighborhood which includes Technopark, which currently employs over 40,000 young IT professionals with rising income levels but missing quality recreational, sports, retail and entertainment options

THE SPORTS HUB, Trivandrum- The vision that shaped it

The project is envisioned to become a landmark in the world of Sports Infrastructure in India, establishing benchmarks for stadium design, implementation, legacy planning and operations & management. Also to imbibe, facilitate and celebrate the spirit of **“Sports for All and Sports for Excellence”**



**THE SPORTS HUB, Trivandrum-
The objectives that it seeks to fulfill**

- (a) To be a premier sports and entertainment venue in India, which can become the first choice for all international & domestic sporting events of football, cricket, indoor sports and other entertainment programs
- (b) To be a 365 day social destination for the sports loving populace of Trivandrum and the region by providing quality sports, social and entertainment options
- (c) To provide high quality convention, exhibition and club facilities to the people and corporate community in Kerala and India
- (d) To provide high quality Academy Facilities supported by grass- roots and community programs on a sustainable basis and be a center for participation and excellence in Sports

THE SPORTS HUB, Trivandrum- The people who shaped it

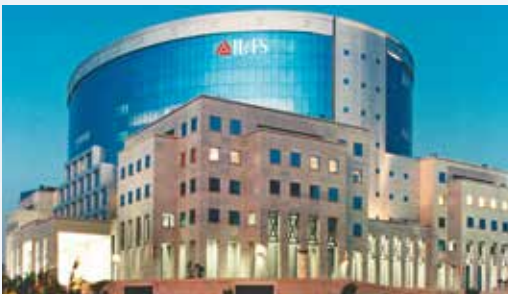
The Sports Hub, Trivandrum is **India’s first Public Private Partnership in the development of an International Standard Cricket cum Football stadium** and has been implemented through a special purpose vehicle, **Karyavattom Sports Facilities Ltd (KSFL), a subsidiary of IL&FS Transportation Networks Ltd**

The Project has been **conceptualized by the Government of Kerala (GoK) and promoted through National Games Secretariat (NGS)**, a body formed by GoK for the development of sports infrastructure and promotion of sports in the state

IL&FS is a leading infrastructure development and financial services company in India, promoted by domestic & international banks and financial institutions. IL&FS has successfully conceptualized, developed, financed, implemented and managed projects across a variety of infrastructure sectors such as transportation, energy, water supply, area development, industrial parks, waste management, environment management, townships along with social infrastructure projects in education, health, sanitation and urban amenities



35th National Games opening ceremony at The Sports Hub, Trivandrum





The centerpiece and pride of the entire complex is the **ICC and FIFA compliant cricket and football stadium**. It has been designed to provide an international quality experience to the hosts, the performers as well as the viewers. The Stadium at the Sports Hub is designed in **accordance with the “Guide to Safety at Sports Grounds”**. It meets every safety, fire, access and comfort norm as stipulated by international bodies, yet providing a fantastic and uninterrupted view to the spectators. Thus, it is a perfect setting to host any sports or entertainment event



Key Highlights of the Stadium:

- | | |
|---------------------------------|---|
| Seating Capacity | : 50000 |
| VIP seating | : 4000 |
| Seating for the specially-abled | : 500 |
| North Pavilion | : Cricket Player Facilities
Media Facilities
Broadcasting Facilities
Corporate Boxes
VIP Lounge |
| South Pavilion | : Retail
Food-courts |
| East Pavilion | : Football Player Facilities
Corporate Boxes
VIP Lounge |
| West Pavilion | : Corporate Boxes
VIP Lounge |



Kerala's thriving sporting culture always needed an international quality sports training and coaching infrastructure. **The Sports Hub**, Trivandrum is an endeavor to provide sporting excellence from the grassroots level. This is also to create an active sporting culture in Trivandrum and help it develop as one of the prominent talent centres of India which would produce quality national and international level sports persons

Ultra-modern infrastructure and a team of experienced professionals would be the backbone of this academy under whose tutelage the champions of tomorrow would be groomed





If the 'stadia' is the perfect setting for big events, the **clubhouse is the heart** of The Sports Hub, which will be throbbing with activity all through the year. A rare confluence of sports, socializing and lifestyle. The clubhouse will be a perfect sports, activity & leisure junction for the entire family. It will also be home to an academy that provides sporting excellence from the grassroots level. Ultra-modern infrastructure and a team of experienced professionals would be the backbone of this academy under whose tutelage the champions of tomorrow would be forged

- Covers most sports & fitness facilities under one roof- **tennis, volleyball, basketball, badminton, squash, gymnasium & an Olympic size swimming pool**
- Ultra-modern facilities, equipment and training facilities
- Spacious, tastefully done precincts
- Privileges for club members include preferred rights to buy tickets for matches and other special entitlements
- 40 Guest rooms across 7 floors overlooking tennis courts; Restaurant with field of play view; Kids play area
- Qualified trainers and support staff to engage the members in active participation and training

The Club at the Sports Hub aspires to enhance the quality of life of its members by providing the best sporting, dining, recreation and fitness facilities, a dynamic event calendar and an environment that enriches the mind, body and soul. All of it in a unique and affordable way





The Sports Hub, Trivandrum apart from its international standard sporting infrastructure also sports a world-class convention center. Featuring equipment and facilities that are the latest in technology, luxurious comfort and eclectic dining options, all cocooned in an inspiring setting. It will give an edge to every business meet and corporate get-together that gets hosted in its precincts. Doing business in Trivandrum was never this exciting. At the same time, the same venue holds it own while hosting large-scale private events like weddings and personal events. In the true sense, a perfect backdrop for both business and celebrations

Key features

- Modern ICT Infrastructure, Audio Visual Equipment
- Column free hall of 15000 sq ft, that can accommodate 1500 delegates and can be converted into 3 smaller halls
- A spacious pre-function hall of 1820 sq ft.
- A large dining hall of 4800 sq ft.
- Banquet Halls to support large conventions
- High Ceiling and infrastructure to support fixtures during conventions
- In house catering service
- 40 well furnished guest rooms with F&B facilities
- Ample parking space





The city of Trivandrum is blessed with a rich cultural past and beautiful beaches but what it also needs is modern retail infrastructure making it possible for many national and international brands to make their presence felt. **The Pavillion** at the complex is a step to address that need. Located at the south pavilion, it has **approx. 100,000 sft of available space**. Built across 3 levels, it has an easy access from N.H. 47 and an adequate and separate car park

- Eat, play and shop - An ideal hangout for the entire family
- High Street shopping experience
- Wide array of Specialty and Premium brands
- Recreation and entertainment options to keep everyone engaged





What's in it for the people of Trivandrum?

An International stadium is what Trivandrum was longing for. So now, the action comes here in the form of National and International level events. Also, it finally has an **urban commune (Includes the Clubhouse and Retail Plaza) where the like-minded and socially active can hang around and getaway from the usual.** The city gets a perfect confluence of sports, shopping and socializing, something not many cities in India can boast of

There is something for everyone...

For families...

- A one-stop destination - From shopping to food to entertainment to events to a fully equipped clubhouse, it has been planned to be relevant and useful to people of all age groups and interests
- Be it for a specific purpose or as a general hangout, to catch an international or domestic sporting event or an entertainment show, the Sports Hub is set to become the talk of the town and the centre of activity for the city of Trivandrum in times to come

For children...

- The Sports Academy is a great launch pad to a career in sports - from cricket and football to lawn tennis, swimming, basketball & badminton, there is world class training and practice facilities for all major sports
- The Retail Plaza and Clubhouse will have a year-long calendar of events and entertainment options to keep the kids enthused. It also has a separate children play area for younger members of the family

For sportspersons...

- The Sports Academy equipped with world-class equipment & facilities and run by experienced professionals & trainers will be the ideal training and practice venue for various sports like Cricket, Football, Tennis, Swimming, Badminton, etc. A perfect springboard to either launch or further a career in any professional sport
- The stadium will play host to numerous international and domestic sporting events providing first-hand experience and inspiration to both budding and professional sportspeople



THERE IS SOMETHING FOR EVERYONE

For the IT industry & corporates...

- Conveniently located in close proximity to the Technopark, it is the go-to place for the corporates in the city
- With the best conferencing and business facilities on one hand and the best sports, recreational and leisure facilities on the other, it is an ideal venue for business meets and conventions and also the perfect place to hangout and let your hair loose after a long day at work
- It also offers special corporate boxes and VIP seating in the stadium for privileged viewing of sports and entertainment events – an opportunity to make employees and associates enjoy an exclusive experience



THE SPORTS HUB, TRIVANDRUM- Why its time has come?

Sports is a multi-billion dollar industry in the world, also seeing unprecedented awareness, growth and interest in India. Coupled with the exceptional growth rate of India's economy, sports is set to become a US\$ 2 bn. industry by 2015 in India. The existing infrastructure is extremely inadequate and thereby the time is right for new players to step in

Few landmarks near The Sports Hub are Techno Park, Kinfra Film & Video Park, College of Engineering, LNCPE, Kerala Highway Research Institute, University of Kerala. Thus, making it both a commercial center and an educational hub

Additionally, the city of Trivandrum is transitioning from the old to the new. Thanks to an increasingly cosmopolitan population, better exposure, the real estate boom and an aware and modern crowd from catchments like the Technopark, the city is ready for the leap. To find a new heart and soul. The Sports Hub is destined to be just that and take Trivandrum to the next level, to be counted amongst the best in India

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What's in it for the state of Kerala?

Kerala has a rich history of sports and martial arts. Apart from giving the world traditional art forms like Kalaripayattu & Theyyam and the iconic boat races of Allepey, it has also produced some of the best athletes for India and was the first state to decree a law for sports and was also the first state to integrate sports into the educational curriculum. No wonder, it boasts of some of the most knowledgeable & passionate fans, and any big sporting event here is a runaway success. The Sports Hub, Trivandrum is **set to pitch Kerala onto the world sports map** and host successful events, which India can be proud of. Making Trivandrum the next big name in hosting spectacular sports and entertainment events



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TO KNOW MORE ABOUT
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