

66TH Annual Report

2023-2024



THE SPORTS GOODS EXPORT PROMOTION COUNCIL
www.sportsgoodsindia.org

India Sporting Goods Fair 2024

New Delhi



THE SPORTS GOODS EXPORT PROMOTION COUNCIL

2023 - 2024

Registered Office : 1-E/6, Swami Ram Tirth Nagar, New Delhi-110055.
Phone : 011-35007748, 35007749
E-mail : mail@sgepc.in
Website : www.sportsgoodsindia.org
CIN : U74900DL1958NPL002893

Ref.No.SG/66th AGM/2023-24

Dated: 12th September 2024

NOTICE

Notice is hereby given that the Sixty- sixth (66th) Annual General Meeting of the members of THE SPORTS GOODS EXPORT PROMOTION COUNCIL, will be held on Monday, the 30th September 2024 at 3:00 PM through Video Conferencing (link will be sent on email) to transact the following business:-

AGENDA

ORDINARY BUSINESS:

1. To receive, consider and adopt the Audited Balance Sheet as at 31st March, 2024 and Income & Expenditure Account for the financial year ended on 31st March 2024 together with the Directors' and the Auditor's Report thereon.

By order of the
Committee of Administration



Tarun Dewan
Executive Director

THE SPORTS GOODS EXPORT PROMOTION COUNCIL

2023-2024

COMMITTEE OF ADMINISTRATION 2023-2024

Chairman

Shri Vikas Gupta

Vice-Chairman

Shri Sumnesh Agarwal

MEMBERS

Shri Amber Anand (Regional Director, UP zone)

Shri Durgesh Wadhera (Regional Director, Punjab zone)

Shri Manish Mahajan

Shri Pankaj Jain

Shri Rajesh Arora

Shri Alkesh Kohli

Shri Arvind Abrol

Shri Ajay Mahajan

Shri Sanjay Bhalla

Shri Tilak Khinder

OFFICES

REGISTERED OFFICE

1-E/6, Swami Ram Tirth Nagar, New Delhi- 110 055

Phones: 011-35007748, 35007749; Email: mail@sgepc.in

Website: www.sportsgoodsindia.org

CIN: U74900DL1958NPL002893

BANKERS

1. Axis Bank Ltd

Jhandewalan Extension

New Delhi-110 055

2. Bank of India

Jhandewalan Extension

New Delhi-110 055

3. Central Bank of India

Karol Bagh Branch

New Delhi-110 005

4. Punjab National Bank

Paharganj

New Delhi - 110055

AUDITORS

M/s. Batra Deepak & Associates

Chartered Accountants

S-517, 2nd Floor, School Block, Shakarpur, Delhi-110092

66th ANNUAL REPORT
OF THE COMMITTEE OF ADMINISTRATION
TO THE MEMBERS OF THE COUNCIL
2023 – 24

The Committee of Administration of **THE SPORTS GOODS EXPORT PROMOTION COUNCIL** takes great pleasure in presenting to the members of the Council the Annual Report together with the Audited Balance Sheet and Income & Expenditure Accounts for the year ended 31st March, 2024.

Sd/-
Tarun Dewan
(Executive Director)

Sd/-
Vikas Gupta
(Chairman)
 DIN: 00114237

MEMBERS OF THE COMMITTEE OF ADMINISTRATION

Shri Vikas Gupta
 (Chairman)

Shri Sumnesh Agarwal
 (Vice Chairman)

Shri Amber Anand
 (Regional Director, UP zone)

Shri Durgesh Wadhera
 (Regional Director, Punjab zone)

Shri Manish Mahajan

Shri Pankaj Jain

Shri Rajesh Arora

Shri Alkesh Kohli

Shri Arvind Abrol

Shri Ajay Mahajan

Shri Sanjay Bhalla

Shri Tilak Khinder

INDIAN SPORTS GOODS & TOYS EXPORT IN 2023-24

AN OVERVIEW

The Sports Goods Export Promotion Council (SGEPC) has been undertaking numerous initiatives towards enhancement of India's exports in the sports goods and toys sector representing leading manufacturers and exporters of sports goods and toys in the nation.

Over the years, sports goods and toys sector has reported an upward trend with notable increase in the value of exported items driven by increased global demand for affordable and quality products. However, the ongoing geopolitical situations have led to far-reaching effects on international trade leading to overall weak demand and global slowdown especially in EU & US, being the major markets for Indian sports goods and toys industry. Additionally, the Russia - Ukraine & Israel - Hamas war along with Houthi rebels situation in the Red sea have impacted overall growth around the globe, including Indian economy.

On the other hand, tightening monetary policy and inflation rate in developed economies has slowed down public consumption of luxury and leisure products, in turn resulting in reduced spending and weakened demand for sports good and toys.

The council is engaged in redefining the strategies for repositioning Indian sports goods and toys industry in untapped markets and gain an enhanced market share globally. In line with the objective the industry has focused on strengthening domestic manufacturing capabilities, product innovation followed by consistent efforts in gaining access to new markets. The industry has been consistent in its efforts towards the objective which is evident from reduction in year-on-year imports in the sector. As on date, the market players have started manufacturing by indigenization, importing only the essential components yet to be manufactured in India.

Indian exports for Sports Goods and Toys sector amounted to **USD 526.53 Mn during FY 2023-24** reporting a negative growth rate of 0.50% as compared to FY 2022-23. A statistical breakup of the sports goods & Toys sector is summarized as below:

Values in USD Mn				Values in INR		
Description	2022-23	2023-24	Growth %	2022-23	2023-24	Growth %
Sports Goods	374.47	370.57	-1.04%	2993.68	3065.83	2.41%
Toys	154.69	155.96	0.82%	1236.66	1290.30	4.34%
Total	529.16	526.53	-0.50%	4230.34	4356.13	2.97%

Source: DGCIS

The members of SGEPC exported to 135 nations during FY 2023-24 wherein top export destinations for Sports goods include U.K, USA, Australia, Germany, South Africa, France, Ireland, Netherland, UAE & New Zealand.

On the other hand top export destinations for Toys include USA, UK, Netherland, Germany, Mexico, Denmark, Spain, Italy, Poland & Australia.

Major items of export include Inflatable balls, Nets, Athletic Goods, Inflatable balls accessories, Protective equipment for cricket, Educational toys, Playing cards, Wooden toys, Puzzles and Collectible toys.

The activities conducted by the council aims to spur industry's performance in domestic market and help promote its presence in the global arena. An overview of the export promotion activities conducted by the council during FY 2023 - 24 is as below:

BSM/Exhibitions Abroad

S. No.	Activity	Event Dates	Country	No. of Indian Participants
1	New York Toy Fair 2023	30.09.2023 - 03.10.2023	United States of America	19
2	ISPO 2023	28.11.2023 - 30.11.2023	Germany	61
3	Hong Kong Toys & Games Fair 2024	08.01.2024 - 11.01.2024	Hong Kong	14
4	Spielwarenmesse International Toy Fair 2024	30.01.2024 - 03.02.2024	Germany	75
5	Australian Toy Hobby and Licensing Fair 2024	11.02.2024 - 14.02.2024	Australia	14

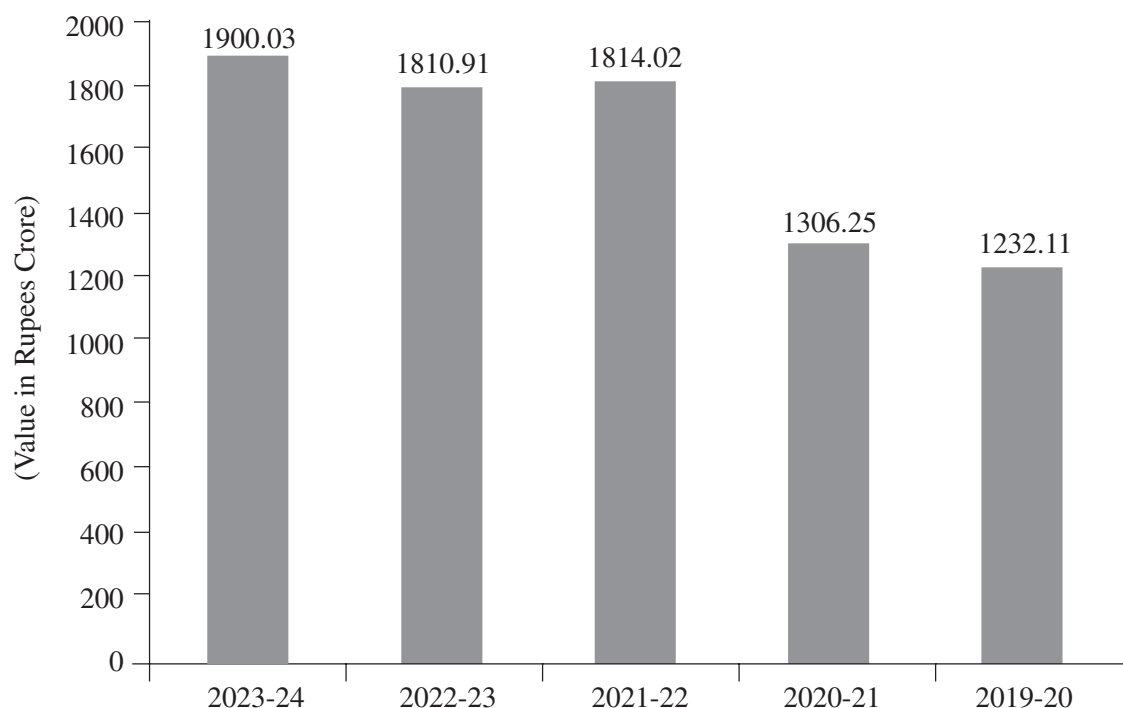
Exhibitions/RBSM's in India

S. No.	Activity	Event Dates	City	No. of Overseas Delegates
1	SGEPC India RBSM for Toys 2023	31.08.2023 - 02.09.2023	Mumbai, India	72
2	SGEPC India RBSM for Sports Goods 2024	19.03.2024 -20.03.2024	New Delhi, India	94

SPORTS GOODS & TOYS EXPORTS DURING LAST FIVE YEARS I.E. 2019-20 TO 2023-24

	In Rupees (Crores)		In US\$ (Millions)	
Year	Export	% Growth over last year	Export	%Growth over last year
2023-2024	1900.03	(+) 4.92	229.66	(+) 1.39
2022-2023	1810.91	(-) 0.17	226.52	(-) 6.97
2021-2022	1814.02	(+) 38.87	243.50	(+) 37.99
2020-2021	1306.25	(+) 6.02	176.46	(+) 1.29
2019-2020	1232.11	(+) 4.10	174.21	(+) 3.02

Currency Conversion Rates	2023-24	2022-23	2021-22	2020-21	2019-20
1 US\$ =INR	82.7328	79.9444	74.4985	74.0252	70.7243

EXPORT OF SPORTS GOODS & TOYS DURING THE LAST FIVE YEARS

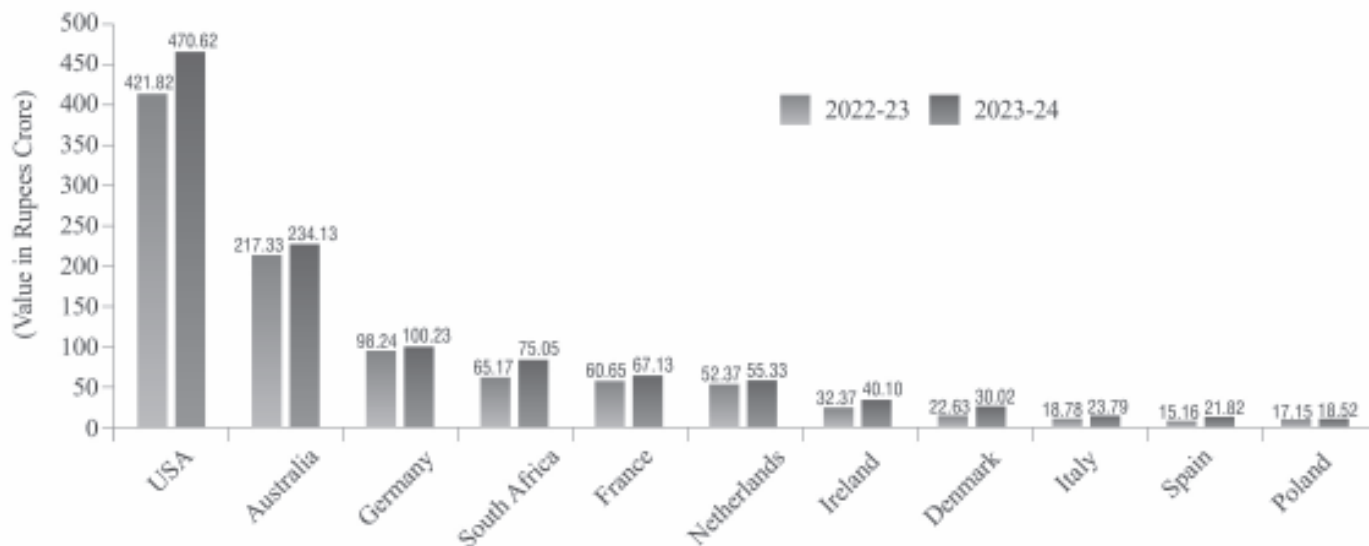
Note: Figures compiled above are based on the export returns submitted by members of SGEPC.

**COMPARATIVE EXPORTS TO TOP 15 IMPORTING COUNTRIES
OF SPORTS GOODS & TOYS FROM INDIA DURING 2022-23 AND 2023-24**

S. No.	Country Name	In Rupees Crore			In US\$ Millions			
		2022-23	2023-24	%age Inc/Dec	2022-23	2023-24	%age Inc/Dec	% Share in Total Exports (2023-24)
1	USA	421.82	470.62	11.57	52.76	56.88	7.81	24.77
2	UNITED KINGDOM	436.15	425.48	-2.45	54.56	51.43	-5.73	22.39
3	AUSTRALIA	217.33	234.13	7.73	27.19	28.30	4.10	12.32
4	GERMANY	98.24	100.23	2.02	12.29	12.11	-1.42	5.27
5	SOUTH AFRICA	65.17	75.05	15.15	8.15	9.07	11.27	3.95
6	FRANCE	60.65	67.13	10.68	7.59	8.11	6.95	3.53
7	NETHERLANDS	52.37	55.33	5.66	6.55	6.69	2.09	2.91
8	IRELAND	32.37	40.10	23.87	4.05	4.85	19.70	2.11
9	CANADA	33.85	32.16	-4.99	4.23	3.89	-8.19	1.69
10	NEW ZEALAND	35.68	31.89	-10.64	4.46	3.85	-13.65	1.68
11	DENMARK	22.63	30.06	32.82	2.83	3.63	28.35	1.58
12	UNITED ARAB EMIRATES	35.49	28.44	-19.87	4.44	3.44	-22.57	1.50
13	ITALY	18.78	23.79	26.73	2.35	2.88	22.46	1.25
14	SPAIN	15.16	21.82	43.95	1.90	2.64	39.10	1.15
15	POLAND	17.15	18.52	7.98	2.15	2.24	4.34	0.97

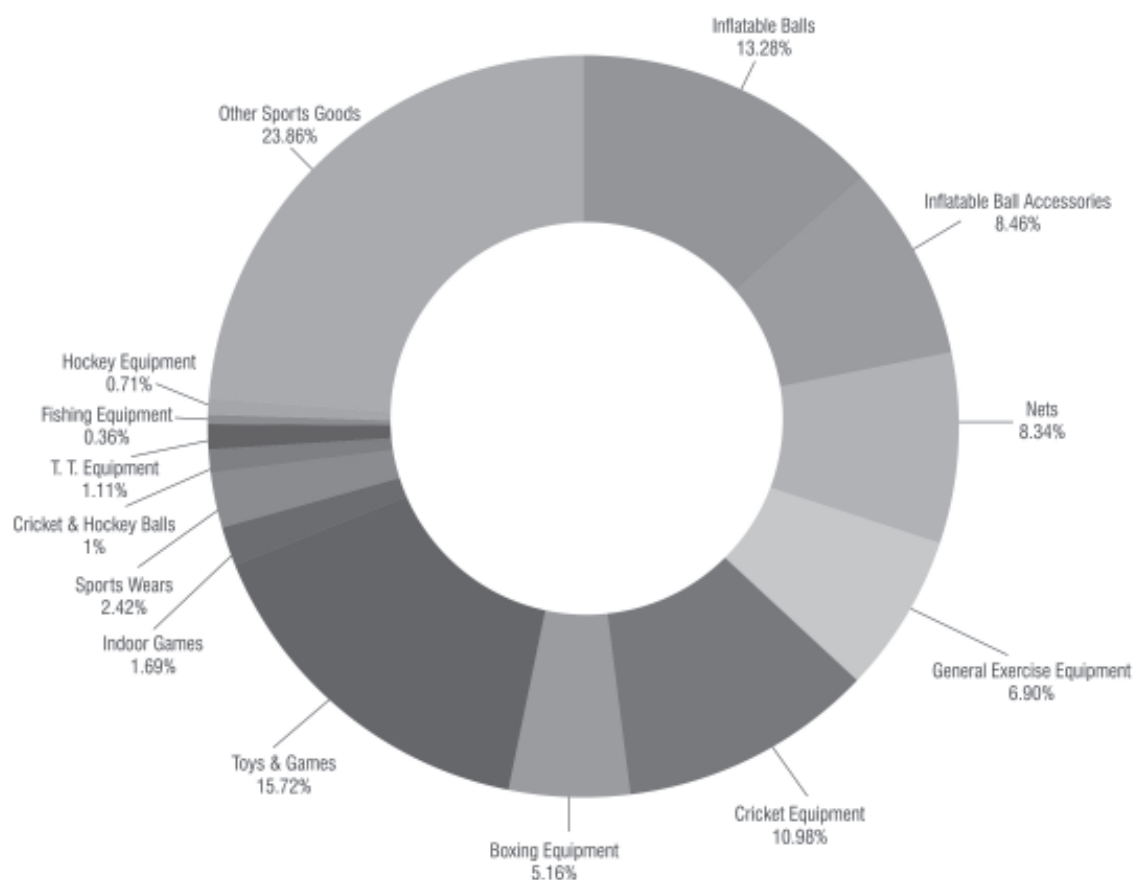
COUNTRIES (FROM TOP 15 GROUP) WHERE EXPORT GAINS (IN RUPEE TERMS) WERE RECORDED

DURING THE YEAR 2023-24 VIS-A-VIS 2022-23



ITEM - WISE EXPORT TREND (2023-24)

SHARE OF TOTAL EXPORTS



SPORTS GOODS & TOYS EXPORTS FROM INDIA TO SELECTED E.U. COUNTRIES DURING 2019-20 TO 2023-24

Countries	In Rupees Crores					In US\$ Millions						
	2019-20	2020-21	2021-22	2022-23	2023-24	% over last year	2019-20	2020-21	2021-22	2022-23	2023-24	% over last year
Austria	2.39	2.15	2.70	3.62	2.53	-29.96	0.34	0.29	0.36	0.45	0.31	-32.32
Belgium	7.62	8.98	12.16	7.81	7.77	-0.61	1.08	1.21	1.63	0.98	0.94	-3.96
Bulgaria	0.88	1.30	0.94	2.29	0.86	-62.48	0.12	0.18	0.13	0.29	0.10	-63.74
Croatia	0.40	0.63	0.90	0.75	1.67	123.13	0.06	0.09	0.12	0.09	0.20	115.61
Republic of Cyprus	0.46	0.38	0.46	0.27	0.29	11.27	0.07	0.05	0.06	0.03	0.04	7.52
Czech Republic	4.3	8.40	12.72	10.24	8.99	-12.24	0.61	1.13	1.71	1.28	1.09	-15.19
Denmark	15.46	14.55	21.03	22.63	30.06	32.82	2.19	1.97	2.82	2.83	3.63	28.35
Estonia	0.09	0.09	0.21	0.01	0.02	145.03	0.01	0.01	0.03	0.00	0.00	136.77
Finland	1.63	1.63	2.05	1.51	1.60	6.46	0.23	0.22	0.28	0.19	0.19	2.88
France	49.36	51.55	68.62	60.65	67.13	10.68	6.98	6.96	9.21	7.59	8.11	6.95
Germany	62.15	60.80	79.25	98.24	100.23	2.02	8.79	8.21	10.64	12.29	12.11	-1.42
Greece	3.08	4.71	6.65	4.41	6.29	42.71	0.44	0.64	0.89	0.55	0.76	37.90
Hungary	6.88	9.79	12.56	15.34	14.27	-7.00	0.97	1.32	1.69	1.92	1.72	-10.13
Ireland	28.04	24.99	44.15	32.37	40.10	23.87	3.96	3.38	5.93	4.05	4.85	19.70
Italy	14.41	14.10	13.71	18.78	23.79	26.73	2.04	1.90	1.84	2.35	2.88	22.46
Latvia	0.12	0.21	0.14	0.15	0.07	-49.37	0.02	0.03	0.02	0.02	0.01	-51.08
Lithuania	0.32	0.49	0.49	1.02	1.03	1.24	0.05	0.07	0.07	0.13	0.12	-2.17
Luxembourg	0.00	0.00	0.00	0.00	0.01	100.00	0.00	0.00	0.00	0.00	0.00	100.00
Malta	0.19	0.35	0.02	0.00	0.14	100.00	0.03	0.05	0.00	0.00	0.02	100.00
Netherlands	36.28	44.43	47.67	52.37	55.33	5.66	5.13	6.00	6.40	6.55	6.69	2.09
Poland	9.32	12.51	14.61	17.15	18.52	7.98	1.32	1.69	1.96	2.15	2.24	4.34
Portugal	1.11	1.50	1.88	3.54	3.70	4.28	0.16	0.20	0.25	0.44	0.45	0.77
Romania	0.46	0.85	1.01	2.41	2.03	-15.90	0.07	0.11	0.14	0.30	0.25	-18.73
Slovakia	0.49	0.16	0.54	0.38	0.44	15.35	0.07	0.02	0.07	0.05	0.05	11.46
Slovenia	0.41	0.50	0.47	0.21	0.97	356.00	0.06	0.07	0.06	0.03	0.12	340.63
Spain	10.49	11.31	20.56	15.16	21.82	43.95	1.48	1.53	2.76	1.90	2.64	39.10
Sweden	6.63	7.89	12.26	8.87	8.88	0.09	0.94	1.07	1.65	1.11	1.07	-3.28
Total	262.97	284.26	377.76	380.19	418.54	10.09	37.18	38.40	50.71	47.56	50.59	6.38
% Share	21.34	21.76	20.82	20.99	22.03		21.34	21.76	20.82	20.99	22.03	
Other Countries	969.14	1021.99	1436.26	1430.72	1481.49	3.55	137.03	138.06	192.79	178.96	179.07	0.06
% Share	78.66	78.24	79.18	79.01	77.97		78.66	78.24	79.18	79.01	77.97	
Grand Total	1232.11	1306.25	1814.02	1810.91	1900.03	4.92	174.21	176.46	243.50	226.52	229.66	1.39

**COMPARATIVE ITEM-WISE STATEMENT OF EXPORTS OF SPORTS GOODS & TOYS
ALONGWITH THEIR % AGE SHARE OF THE TOTAL EXPORT DURING THE YEAR 2022-23 AND 2023-24**

(In Rs. Crores)

S. No	Product	April - March 2022-2023	% age to total export	April - March 2023-2024	% age to Total export
1	INFLATABLE BALLS	225.26	12.44	242.25	12.75
2	NETS	159.57	8.81	158.52	8.34
3	ATHLETIC GOODS (GENERAL EXERCISE EQUIPMENT)	117.26	6.48	131.09	6.90
4	INFLATABLE BALLS ACCESSORIES	98.74	5.45	117.94	6.21
5	PROTECTIVE EQUIPMENT FOR CRICKET	119.35	6.59	114.79	6.04
6	BOXING EQUIPMENT	84.80	4.68	98.08	5.16
7	CRICKET BATS	97.04	5.36	93.76	4.93
8	SPORTSWEAR	53.06	2.93	46.02	2.42
9	PROTECTIVE EQUIPMENT FOR INFLATABLE BALLS	38.72	2.14	42.82	2.25
10	CHESS SETS	23.88	1.32	20.47	1.08
11	CRICKET & HOCKEY BALLS	25.66	1.42	18.91	1.00
12	TABLE TENNIS TABLES	27.56	1.52	16.83	0.89
13	CARROM BOARD	10.17	0.56	11.71	0.62
14	BLADDERS	9.60	0.53	10.16	0.53
15	HOCKEY STICKS	4.07	0.22	7.64	0.40
16	FISHING EQUIPMENT	11.19	0.62	6.90	0.36
17	PROTECTIVE EQUIPMENT FOR HOCKEY	4.84	0.27	5.82	0.31
18	TABLE TENNIS ACCESSORIES	6.05	0.33	3.38	0.18
19	OTHER SPORTS GOODS	431.59	23.83	454.27	23.91
20	EDUCATIONAL TOYS	27.27	1.51	42.65	2.24
21	PLAYING CARDS	37.53	2.07	29.59	1.56
22	WOODEN TOYS	8.58	0.47	10.53	0.55
23	PUZZLES	3.66	0.20	5.39	0.28
24	COLLECTIBLE TOYS	0.35	0.02	3.39	0.18
25	CRAFT TOYS	2.21	0.12	2.56	0.13
26	BABY / INFANT TOYS	1.47	0.08	2.19	0.12
27	MAGIC GAMES	1.50	0.08	1.87	0.10
28	SOFT / PLUSH TOYS	35.52	1.96	1.38	0.07
29	OTHER TOYS	144.42	7.97	199.11	11.00
	Grand Total	1810.91	100.00	1900.03	100.00

**COMPARATIVE ITEM-WISE STATEMENT OF EXPORTS OF MAJOR SPORTS GOODS & TOYS
ALONGWITH THEIR % AGE INC/DEC DURING THE YEAR 2022-23 AND 2023-24**

S. No	Product Name	(In Rs. Crores)			In US\$ Millions		
		Apr.-Mar. 2022-23	Apr.-Mar. 2023-24	% age Inc/Dec	Apr.-Mar. 2022-23	Apr.-Mar. 2023-24	% age Inc/Dec
1	INFLATABLE BALLS	225.26	242.25	7.54	28.18	29.28	3.92
2	NETS	159.57	158.52	-0.66	19.96	19.16	-4.00
3	ATHLETIC GOODS (GENERAL EXERCISE EQUIPMENT)	117.26	131.09	11.80	14.67	15.85	8.03
4	INFLATABLE BALLS ACCESSORIES	98.74	117.94	19.44	12.35	14.26	15.42
5	PROTECTIVE EQUIPMENT FOR CRICKET	119.35	114.79	-3.82	14.93	13.87	-7.06
6	BOXING EQUIPMENT	84.80	98.08	15.66	10.61	11.86	11.77
7	CRICKET BATS	97.04	93.76	-3.38	12.14	11.33	-6.63
8	SPORTSWEAR	53.06	46.02	-13.26	6.64	5.56	-16.18
9	PROTECTIVE EQUIPMENT FOR INFLATABLE BALLS	38.72	42.82	10.60	4.84	5.18	6.87
10	CHESS SETS	23.88	20.47	-14.25	2.99	2.47	-17.14
11	CRICKET & HOCKEY BALLS	25.66	18.91	-26.29	3.21	2.29	-28.78
12	TABLE TENNIS TABLES	27.56	16.83	-38.94	3.45	2.03	-40.99
13	CARROM BOARD	10.17	11.71	15.11	1.27	1.42	11.23
14	BLADDERS	9.60	10.16	5.83	1.20	1.23	2.26
15	HOCKEY STICKS	4.07	7.64	87.69	0.51	0.92	81.36
16	FISHING EQUIPMENT	11.19	6.90	-38.30	1.40	0.83	-40.38
17	PROTECTIVE EQUIPMENT FOR HOCKEY	4.84	5.82	20.22	0.61	0.70	16.17
18	TABLE TENNIS ACCESSORIES	6.05	3.38	-44.06	0.76	0.41	-45.94
19	OTHER SPORTS GOODS	431.59	454.27	5.25	53.99	54.91	1.71
20	EDUCATIONAL TOYS	27.27	42.65	56.38	3.41	5.16	51.11
21	PLAYING CARDS	37.53	29.59	-21.15	4.69	3.58	-23.81
22	WOODEN TOYS	8.58	10.53	22.73	1.07	1.27	18.59
23	PUZZLES	3.66	5.39	47.52	0.46	0.65	42.54
24	COLLECTIBLE TOYS	0.35	3.39	859.16	0.04	0.41	826.83
25	CRAFT TOYS	2.21	2.56	15.70	0.28	0.31	11.80
26	BABY / INFANT TOYS	1.47	2.19	48.92	0.18	0.26	43.91
27	MAGIC GAMES	1.50	1.87	24.48	0.19	0.23	20.28
28	SOFT / PLUSH TOYS	35.52	1.38	-96.13	4.44	0.17	-96.26
29	OTHER TOYS	144.42	199.11	37.87	18.06	24.07	33.23
	Grand Total	1810.91	1900.03	4.92	226.52	229.66	1.39

REPORT ON THE PROCEEDINGS OF THE MEETINGS OF THE COMMITTEE OF ADMINISTRATION HELD DURING THE YEAR 2023 – 24

The Committee of Administration of The Sports Goods Export Promotion Council held four COA meetings during the year under review i.e., 326th (14.04.2023), 327th (01.08.2023), 328th (23.08.2023) and 329th (16.01.2024). The significant issues discussed and decided in these meetings were as under:

1. It was decided that the following documents (self-certified) may be collected from applicants for processing the claims relating to reimbursement of expenses to Sports Goods exporters for international accreditation / sports federation approval, in case the scheme is approved.
 - (i) Copy of certificate and validity of certification.
 - (ii) Invoice for the fee paid.
 - (iii) Remittance advice for the exact amount in Indian Rupee.
 - (iv) Claim form claiming the testing / approval fee accreditation fee.
2. It was decided to forward the name of following brands to the Government for inviting them to source / Manufacture in India.
 - a) Molten - Japan
 - b) Nike - USA
 - c) Wilson - USA
 - d) Intersports - Switzerland
 - e) Cambuci SA – Brazil
3. The matter regarding ISGF 2024 was discussed by the members. It was noted that the required area is available only at IEML Greater Noida and Hotel Leela East Delhi. Members were of the view that one destination, providing all services i.e., exhibition, meals, tea & coffee, stay of buyers and stay of exhibitors is very useful for the success of the event. Hence Hotel Leela East Delhi was shortlisted, and it was decided to confirm rates directly from the hotel and availability of following dates:

17th March 2024 : Setup
18th & 19th March 2024 : Exhibition

It was also decided that M/s Buzz Creatix may be asked to submit its proposal for social media promotion of ISGF 2024.
4. It was informed to the members that a request to Department of Commerce has been made for additional budget allocation due to participation of around 60 companies against approval of 40 companies under MAI, in Spielwarenmesse International Toy fair 2024.

5. It was informed to the members that a request to the Department of Commerce, for allocation of additional budget, has been made for RBSM on Sports (ISGF 2024).
6. It was decided that SGEPC should ask for the following deliverables from any of the fair organizers seeking support from SGEPC.
 - Logo of SGEPC should be prominently displayed by organizers as supporting organization.
 - One free booth to SGEPC
 - Travel & hotel accommodation of one official of SGEPC by organizer.
 - SGEPC members may be given a discount on participation cost.

SGEPC support may be given to any fair organizers fulfilling the above conditions.

It was also decided that an official from SGEPC may be deputed to all the exhibitions held in India on sports & Toys. The deputed official will submit the feedback report to all COA members after the exhibition.

7. It was informed to the members that discussions held with ISPO management during ISPO 2023 have yielded results and ISPO (through Messe Munchen India Ltd) has decided to support ISGF. SGEPC can now use the logo of ISPO as a supporting partner in all our communication related to ISGF and publicity materials.
8. The new articles received from the Department of Commerce were discussed by the members in detail. The comparison of existing AOAs and new draft AOAs (prepared by SGEPC) was also discussed.

It was decided to write to the Department of Commerce seeking changes in few articles.

DIRECTOR'S REPORT

To,
The Members,

The Directors (Members of Committee of Administration) of the Council take pleasure in presenting before you the 66th Annual Report of the Council together with the Audited Financial Statements and Auditor's Report thereon for the Financial Year ended on 31st March 2024.

FINANCIAL SUMMARY / HIGHLIGHTS

The performance of the Council for the financial year ended 31st March, 2024 is summarized below:

(Rs. in Thousands)

Particulars	2023-24	2022-23
Income		
Revenue from operations	30343	24311
Government Grants	56866	59174
Other Income	5788	3859
Total Revenue (I)	92998	87343
Depreciation	47	49
Employee benefit expense	11245	10010
Finance Cost	1	1
Other expenses	69439	63655
Total Expenses (II)	80732	73714
Surplus before Exceptional and Extraordinary Items and Tax (I) - (II)	12266	13629
Surplus/Deficit for the year	12266	13629

FINANCIAL PERFORMANCE REVIEW

During the year under review, the Council achieved revenue of Rs. 30343 (in thousands) and Surplus of Rs. 12266 (in thousands) against Surplus of Rs. 13629 (in thousands) in the previous year. More funds were spent on ISGF 2024 promotion, thus affecting the revenue of the council.

TRANSFER TO RESERVES IN TERMS OF SECTION 134 (3) (J) OF THE COMPANIES ACT, 2013

As permitted under the Act, the Board does not propose to transfer any amount to General Reserves. The closing balance of the retained earnings of the council for FY 2023-24, after all appropriations and adjustments, was Rs. 80615 (in thousands).

DIVIDEND

As the council is a non-profit organization registered under Section 25 of the Companies Act, 1956 (now Section 8 of Companies Act, 2013), and as such it does not declare any dividend.

PUBLIC DEPOSITS

The Council has not accepted any deposit during the year under review which falls under the purview of Chapter V of the Companies Act, 2013 read with the Companies (Acceptance of Deposits) Rules, 2014.

AUDITORS

Pursuant to Section 139 of the Act read with rules made thereunder, as amended, M/s Batra Deepak & Associates, Chartered Accountants (ICAI Firm Registration Number 324982E/E300003) were appointed as the Statutory Auditors of the Council for a period of 5 years to hold office from the conclusion of the 65th AGM till the conclusion of the 70st AGM to be held in the year 2028.

The Statutory Auditors have confirmed that they are not disqualified to continue as Statutory Auditors and are eligible to hold office as Statutory Auditors of your Company.

AUDITOR'S REPORT

The observations made by the Auditors in the Auditor's Report annexed with the Audited Accounts of the Council are self- explanatory and do not call for any further comments.

EXTRACT OF ANNUAL RETURN

As required under Section 92(3) of the Companies Act, 2013 read with rule 12(1) of the Companies (Management and Administration) Rules, 2014, the details forming part of the extract of the Annual Return in Form MGT 9 are not applicable to the company, since it is a section 25 company with no shareholders. Further no remuneration is paid to Directors.

CONSERVATION OF ENERGY, TECHNOLOGY ABSORPTION & FOREIGN EXCHANGE EARNINGS AND OUTGO

Information on conservation of Energy, Technology absorption, Foreign Exchange earnings and outgo required to be disclosed under Section 134 of the Companies Act, 2013 read with Companies (Accounts) Rules, 2014 are provided hereunder:

PARTICULARS	REMARKS
A) CONSERVATION OF ENERGY: > the steps taken or impact on conservation of energy; > the steps taken by the company for utilizing alternate sources of energy; > the capital investment on energy conservation equipments;	No information is required to be provided under this segment. However, the Council has made best efforts and made all relevant measures for conservation of energy.
B) TECHNOLOGY ABSORPTION: > the efforts made towards technology absorption; > the benefits derived like product improvement, cost reduction, product development or import substitution; > in case of imported technology (imported during the last three years reckoned from the beginning of the financial year)- (a) the details of technology imported; (b) the year of import; (c) whether the technology been fully absorbed; (d) if not fully absorbed, areas where absorption has not taken place, and the reasons thereof; Not applicable since 5 years period is over > the expenditure incurred on Research and Development	The Council has not carried out any specific research and development activities. Accordingly, the information related to technology absorption, adaptation and innovation is reported to be NIL .
C) FOREIGN EXCHANGE EARNINGS AND OUTGO: > The Foreign Exchange earned in terms of actual inflows during the year and the Foreign Exchange outgo during the year in terms of actual outflows	During the period under review, Foreign Fairs and Delegation Expenses are Rs. 79942 (in thousands) (Previous Year Rs. 42932 in thousands)

DIRECTORS (MEMBERS OF COMMITTEE OF ADMINISTRATION)

Present composition of Committee of Administration is as follows:

S. No.	Name	DIN	Date of Appointment
1	Sh. Vikas Gupta	00114237	19.11.2020
2	Sh. Sumnesh Agarwal	00235539	27.03.2014
3	Sh. Amber Anand	00234584	30.09.2019
4	Sh. Durgesh Wadhera	08927737	30.09.2022
5	Sh. Manish Mahajan	03456867	25.09.2009
6	Sh. Pankaj Jain	00190414	07.11.2014
7	Sh. Rajesh Arora	00211260	29.09.2016
8	Sh. Alkesh Kohli	00550558	29.09.2018
9	Sh. Arvind Abrol	00533554	30.09.2021
10	Sh. Ajay Mahajan	07922935	30.09.2021
11	Sh. Sanjay Bhalla	02478989	12.04.2024
12	Sh. Tilak Khinder	02061457	12.04.2024

During the year Sh. Rajan Kohli & Sh. Ashwani Magon retired from the Committee of Administration of the Council on 12.04.2024. Sh. Sanjay Bhalla & Sh. Tilak Khinder were appointed on 12.04.2024 in the Committee of Administration.

APPOINTMENT OF INDEPENDENT DIRECTORS IN THE BOARD AND DECLARATION UNDER SECTION 149(6)

The provisions of Section 149 pertaining to the appointment of Independent Directors do not apply to our Company.

NUMBER OF MEETINGS OF THE BOARD OF DIRECTORS

The Board of Directors of the Council duly met 4 (four) times during the period from 1st April 2023 to 31st March 2024. The following Meetings of the Board of Directors were held during the Financial Year 2023-2024:

S.No.	Date of Meeting	Board Strength	No. of Directors Present
1	14.04.2023	12	5
2	01.08.2023	12	11
3	23.08.2023	12	11
4	16.01.2024	12	9

PRESENCE / ATTENDANCE OF DIRECTORS IN THE MEETINGS

SN	Name of Director	Board Meeting (COA)			AGM Yes / No.
		No. of Meeting	No. of Meeting held	% attended	
1	Sh. Vikas Gupta	4	4	100	YES
2	Sh. Sumnesh Agarwal	4	4	100	YES
3	Sh. Amber Anand	4	3	75	YES
4	Sh. Rajan Kohli	4	2	50	NO
5	Sh. Pankaj Jain	4	4	100	YES
6	Sh. Manish Mahajan	4	2	50	YES
7	Sh. Rajesh Arora	4	4	100	YES
8	Sh. Alkesh Kohli	4	3	75	YES
9	Sh. Ashwani Magon	4	2	50	YES
10	Sh. Arvind Abrol	4	1	25	NO
11	Sh. Ajay Mahajan	4	3	75	NO
12	Sh. Durgesh Wadhera	4	4	100	YES

SECRETARIAL AUDITOR AND SECRETARIAL AUDIT REPORT

The Secretarial Audit is not applicable on the company as it is not covered under the provisions of Section 204 of the Companies Act, 2013 and The Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

The company does not meet the criteria of Section 135 of Companies Act, 2013 read with the Companies (Corporate Social Responsibility Policy) Rules, 2014 so there is no requirement to constitution of Corporate Social Responsibility Committee.

PARTICULARS OF LOANS, GUARANTEE OR INVESTMENTS UNDER SECTION 186

The Council has not entered into any transactions that are covered under the provision of section 186 of the Companies Act, 2013.

SIGNIFICANT AND THE MATERIAL ORDERS PASSED BY THE REGULATORS OR COURTS

There are no significant material orders passed by the Regulators/Courts which could impact the going concern status of the Council and its future operations.

RELATED PARTY TRANSACTIONS

During the year under review there were no related party transactions under the provisions of Section 188(1) of the Companies Act, 2013.

MANAGEMENT POLICY

Risks are events, situations or circumstances which may lead to negative consequences on the Council's businesses. Risk management is a structured approach to manage uncertainty. A formal enterprise-wide approach to Risk Management is being proposed to be adopted by the Council and key risks will now be managed within a unitary framework.

VIGIL MECHANISM / WHISTLE BLOWER POLICY

The Council has established a Vigil Mechanism / Whistle Blower Policy to deal with instances of fraud and mismanagement, if any. The Policy has a systematic mechanism for directors and employees to report concerns about unethical behavior, actual or suspected fraud or violation of the Company's Code of Conduct or policy.

DISCLOSURE UNDER THE SEXUAL / HARASSMENT OF WOMEN AT WORKPLACE (PREVENTION, PROHIBITION AND REDRESSAL) ACT, 2013

Your director's further state that during the year under review, there were no cases filed pursuant to the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013.

DIRECTOR'S RESPONSIBILITY STATEMENT

To the best of their knowledge and belief and according to the information and explanations obtained by them, your directors make the following statements in terms of section 134(5) of the Companies Act, 2013:

- (a) In the preparation of the annual accounts, the applicable accounting standards were followed along with proper explanation relating to material departures.
- (b) The directors had selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the Company at the end of the financial year and of the profit and loss of the Company for that period.
- (c) The directors had taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of this Act for safeguarding the assets of the Company and for preventing and detecting fraud and other irregularities;
- (d) The directors had prepared the annual accounts on a going concern basis; and
- (e) The directors had devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively.

MATERIAL CHANGES AND COMMITMENTS, IF ANY, AFFECTING THE FINANCIAL POSITION OF THE COUNCIL WHICH HAVE OCCURRED BETWEEN THE END OF THE FINANCIAL YEAR OF THE COUNCIL TO WHICH THE FINANCIAL STATEMENTS RELATE AND THE DATE OF THE REPORT

There has been no material change or commitment affecting the financial position of the Council which have occurred between March 31, 2024 and the date of this report.

INTERNAL CONTROL SYSTEM AND THEIR ADEQUACY

The Companies Act, 2013 re-emphasizes the need for an effective Internal Financial Control system in the Company. The system should be designed and operated effectively. Rule 8(5) (viii) of Companies (Accounts) Rules, 2014 requires the information regarding adequacy of Internal Financial Controls with reference to the financial statements to be disclosed in the Board's report. To ensure effective Internal Financial Controls the Council has laid down the following measures:

1. The internal financial control systems are commensurate with the size and nature of its operations.
2. All legal and statutory compliances are ensured on a monthly basis. Non-compliance, if any, is seriously taken by the council and corrective actions are taken immediately. Any amendment is regularly updated by internal as well as external agencies in the system.
3. Approval of all transactions is ensured through a preapproved Delegation of Authority Schedule which is reviewed periodically by the management.
4. The Council has a robust internal audit process. Transaction audits are conducted regularly to ensure accuracy of financial reporting, safeguard and protection of all the assets. Fixed Asset verification of assets is done on an annual basis. The audit reports for the above audits are compiled and submitted to Board of Directors for review and necessary action.

HEALTH, SAFETY AND ENVIRONMENT PROTECTION

Council's Health and Safety Policy commits to comply with applicable legal and other requirements connected with occupational Health, Safety and Environment matters and provide a healthy and safe work environment to all employees of the Company.

PERSONNEL

During the period under consideration, no employee of the Council was in receipt of remuneration exceeding the sum prescribed under Section 197 of the Companies Act, 2013 read with Rule 5(2) of the companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014.

ACKNOWLEDGEMENT

Directors (Members of Committee of Administration) would like to express their appreciation for the assistance and co-operation received from the bankers and other agencies associated with the Council during the period under review. Directors place on record their appreciation for the wholehearted and continued support extended by all the members and employees of the Council.

For and on behalf of the Board

Date: 09.08.2024
Place: New Delhi

Sd/-
Chairman of the Meeting
(Sh. Vikas Gupta)
DIN: 00114237
Address: Basti Sheikh Road,
Jalandhar-144 002, Punjab

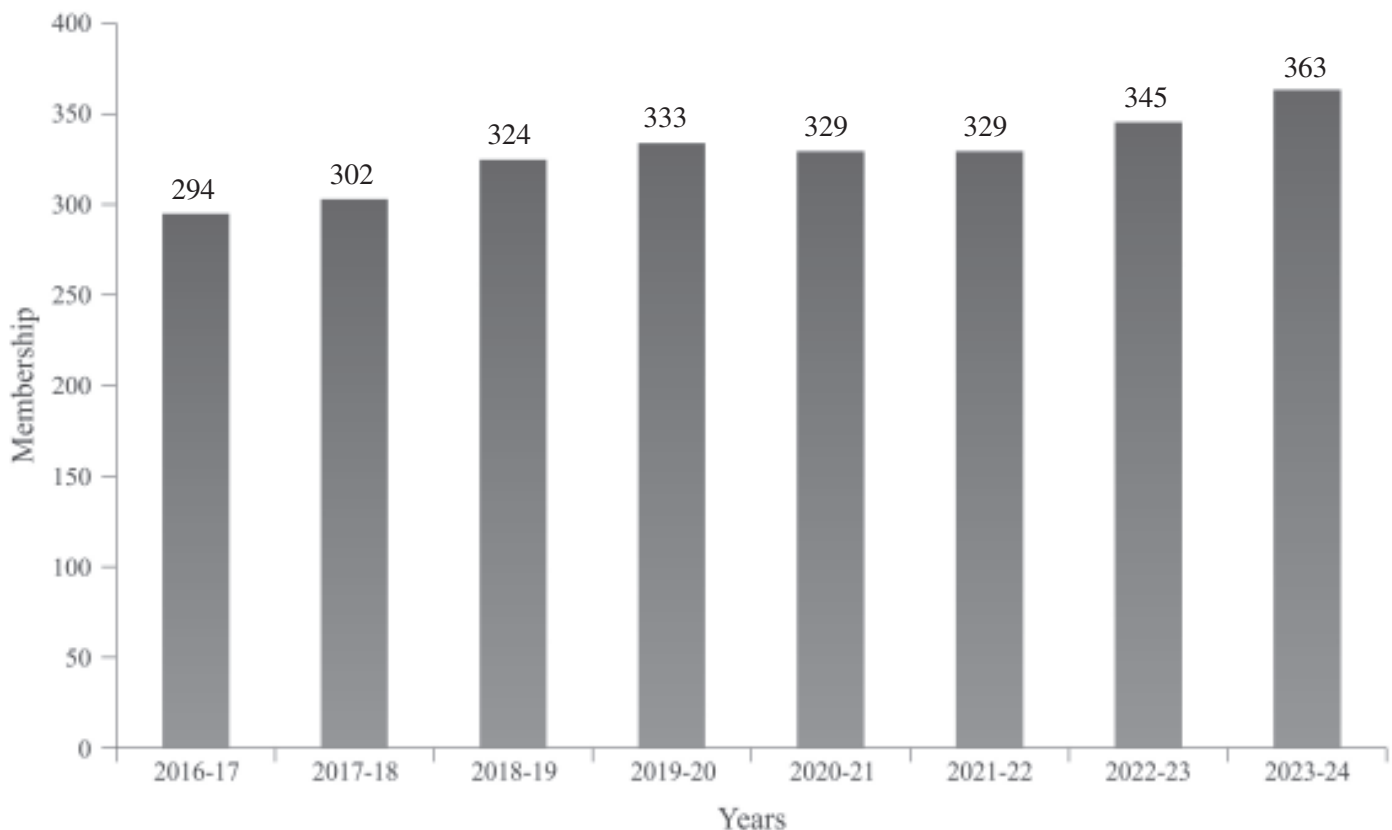
MEMBERSHIP

During the year under report, the Council enrolled 61 New Members, accepted resignation of 11 members and De-Registered of 32 members.

The Total Membership of the Council at close of the year on 31st March 2024 stood 363 (Three hundred sixty three) as compared to 345 (Three hundred forty five) firms in the previous year.

MEMBERSHIP DURING THE LAST EIGHT YEARS

Year	Membership
2016-17	294
2017-18	302
2018-19	324
2019-20	333
2020-21	329
2021-22	329
2022-23	345
2023-24	363





New York Toy Fair 2023



New York Toy Fair 2023



Kids India 2023





Kids India 2023



Hong Kong Toys & Games Fair 2024



Australian Toy Hobby & Licensing Fair 2024



Australian Toy Hobby & Licensing Fair 2024



INDEPENDENT AUDITOR'S REPORT

To the Members of
THE SPORTS GOODS EXPORT PROMOTION COUNCIL

Report on the Audit of the Financial Statements

Opinion

We have audited the Financial Statements of THE SPORTS GOODS EXPORT PROMOTION COUNCIL ("the Company"), which comprise the Balance Sheet as at 31st March 2024, and the statement of Income and Expenditure Account and Statement of Cash Flows for the year ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information [hereinafter referred to as "the Financial Statements"].

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid financial statements give the information required by the Companies Act, 2013 in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the state of affairs of the Company as at March 31, 2024, and its Income & Expenditure Account, and its cash flows for the year ended on that date.

Basis for Opinion

We conducted our audit of the Financial Statements in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013. Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the Financial Statements under the provisions of The Companies Act, 2013 and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

"Information Other than the Financial Statements and Auditor's Report Thereon"

The Company's management is responsible for the other information. The other information comprises the information included in the Board's Report including Annexures to Board's Report, Business Responsibility Report but does not include the Financial Statements and our auditor's report thereon.

Our opinion on the Financial Statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained during the course of our audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Management's Responsibility for the Financial Statements

The Company's management is responsible for the matters stated in Section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these Financial Statements that give a true and fair view of the financial position, financial performance, and cash flows of the Company in accordance with the accounting

Principles generally accepted in India, including the Accounting Standards specified under Section 133 of the Act. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board of Director's either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

The management is also responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the Financial Statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these Financial Statements.

As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- a. Identify and assess the risks of material misstatement of the Financial Statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- b. Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Companies Act, 2013, we are also responsible for expressing our opinion on whether the company has adequate internal financial controls system in place and the operating effectiveness of such controls.
- c. Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- d. Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the Financial Statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- e. Evaluate the overall presentation, structure and content of the Financial Statements, including the disclosures, and whether the Financial Statements represent the underlying transactions and events in a manner that achieves fair presentation.

Materiality is the magnitude of misstatements in the Financial Statements that, individually or in aggregate, makes it probable that the economic decisions of a reasonably knowledgeable user of the Financial Statements may be influenced. We consider quantitative materiality and qualitative factors in

- (i) Planning the scope of our audit work and in evaluating the results of our work; and
- (ii) to evaluate the effect of any identified misstatements in the Financial Statements.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the Financial Statements of the current period and are therefore the key audit matters. We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

Report on Other Legal and Regulatory Requirements

1. The provisions of the Companies (Auditor's Report) Order, 2016 ("the Order"), issued by the Central Government of India in terms of sub-section (11) of section 143 of the Companies Act, 2013 is not applicable to the Company since it is a company licensed to operate under Section 8 of the Act.
2. As required by Section 143(3) of the Act, we report that:
 - (a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit.
 - (b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books.
 - (c) The Balance Sheet, the Statement of Income and Expenditure, and cash flow statement dealt with by this Report are in agreement with the books of account.
 - (d) In our opinion, the aforesaid Financial Statements comply with the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014.
 - (e) On the basis of the written representations received from the directors as on 31st March, 2024 taken on record by the Board of Directors, none of the directors is disqualified as on 31st March, 2024 from being appointed as a director in terms of Section 164(2) of the Act.
 - (f) Since the Company's turnover as per last audited Financial Statements is less than Rs.50 Crores and its borrowings from banks and financial institutions at any time during the year is less than Rs.25 Crores, the Company is exempted from getting an audit opinion with respect to the adequacy of the internal financial controls over financial reporting of the company and the operating effectiveness of such controls vide notification dated June 13, 2017; and
 - (g) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:

- i. The Company does not have any pending litigations which would impact on its financial position.
 - ii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
 - iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.
- h) (i) The management has represented that, to the best of its knowledge and belief, other than as disclosed in the notes to the accounts, no funds have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the company to or in any other person(s) or entity(ies), including foreign entities (“Intermediaries”), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, whether, directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the company (“Ultimate Beneficiaries”) or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.
- (ii) The management has represented, that, to the best of its knowledge and belief, other than as disclosed in the notes to the accounts, no funds have been received by the company from any person(s) or entity(ies), including foreign entities (“Funding Parties”), with the understanding, whether recorded in writing or otherwise, that the company shall, whether, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party (“Ultimate Beneficiaries”) or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;
- (iii) Based on such audit procedures which we have considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations under sub-clause (i) and (ii) contain any material misstatement.
- i) The company has not declared or paid any dividend during the year is in accordance with section 123 of the Companies Act 2013", Hence clause not applicable.
- j) Provision to Rule 3(1) of the Companies (Accounts) Rules, 2014 for maintaining books of account using accounting software which has a feature of recording audit trail (edit log) facility but the company has not enabled the audit trail throughout the year for all the transactions recorded in the software. Further Rule 11(g) of Companies (Audit and Auditors) Rules, 2014 is not applicable for the financial year ended March 31, 2024.

For Batra Deepak & Associates
Chartered Accountants
FRN:005408C

Place : DELHI
Date : 09.08.2024

Sd/-
CA. ASHISH MITTAL
PARTNER M. NO. 511442

THE SPORTS GOODS EXPORT PROMOTION COUNCIL, NEW DELHI

CIN : U74900DL1958NPL002893

BALANCE SHEET AS AT 31ST MARCH, 2024

(Rupees in Thousands)

Particulars	Note	3/31/2024	3/31/2023
EQUITY AND LIABILITIES			
Shareholders' funds			
Share capital		—	—
Reserves and surplus	2	80,615	68,349
Money received against share warrants		—	—
		80,615	68,349
Share application money pending allotment		—	—
Non-current liabilities			
Long-term borrowings		—	—
Deferred tax liabilities (Net)		—	—
Other Long term liabilities	3	1,777	3,165
Long-term provisions		—	—
		1,777	3,165
Current liabilities			
Short-term borrowings		—	—
Trade payables		—	—
Total outstanding dues of micro enterprises and small enterprises		—	—
Total outstanding dues of creditors other than micro enterprises and small enterprises	4	3,860	1,382
Other current liabilities	5	28,058	26,324
Short-term provisions		—	—
		31,919	27,707
TOTAL		114,311	99,221
ASSETS			
Non-current assets			
Property, Plant and Equipment and Intangible Assets			
Property, Plant and Equipment	6	281	183
Intangible assets		—	—
Capital work-in-progress		—	—
Intangible assets under development		—	—
		281	183
Non-current investments		—	—
Deferred tax assets (net)		—	—
Long-term loans and advances		—	—
Other non-current assets		—	—
		281	183
Current assets			
Current investments		—	—
Inventories		—	—
Trade receivables	7	638	892
Cash and cash equivalents	8	75,441	70,715
Short-term loans and advances	9	3060	1661
Other current assets	10	34,891	25,769
		114,030	99,038
TOTAL		114,311	99,221

Significant Accounting Policies
Notes to Accounts

1
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As per our report of even date attached
FOR M/s. Batra Deepak & Associates
Chartered Accountants (FRN: 005408C)

Sd/-
(CA Ashish Mittal)
Partner
Membership No.: 511442

Date: 09.08.2024
Place: New Delhi

For on behalf of
The Sports Goods Export Promotion Council

Sd/- (Vikas Gupta) Chairman DIN: 00114237	Sd/- (Tarun Dewan) Executive Director
Sd/- (Sumnesh Agarwal) Vice-Chairman DIN:00235539	Sd/- (Rajesh Arora) Member DIN:00211260
	Sd/- (Ajay Mahajan) Member DIN:07922935

THE SPORTS GOODS EXPORT PROMOTION COUNCIL, NEW DELHI

(CIN : U74900DL1958NPL002893)

STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED 31/03/2024

(Rupees in Thousands)

Particulars	Note	3/31/2024	3/31/2023
Revenue from operations	11	30,343	24,311
Government Grants	12	56,866	59,174
Other income	13	5,788	3,859
Total Income		92,998	87,343
Expenses			
Employee benefits expense	14	11,245	10,010
Finance costs	15	1	1
Depreciation and amortization expense	16	47	49
Other expenses	17	69,439	63,655
Total Expenses		80,732	73,714
Surplus before exceptional, extraordinary and prior period items		12,266	13,629
Exceptional items		—	—
Surplus before extraordinary and prior period items		12,266	13,629
Extraordinary Items		—	—
Surplus before prior period items		12,266	13,629
Prior Period Items		—	—
Surplus/(Deficit) for the year		12,266	13,629

Significant Accounting Policies

1

Notes to Accounts

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As per our report of even date attached
FOR M/s. Batra Deepak & Associates
Chartered Accountants (FRN: 005408C)

Sd/-
 (CA Ashish Mittal)
 Partner
 Membership No.: 511442

Date: 09.08.2024
 Place: New Delhi

For on behalf of
The Sports Goods Export Promotion Council

Sd/- (Vikas Gupta) Chairman DIN: 00114237	Sd/- (Tarun Dewan) Executive Director
Sd/- (Sumnesh Agarwal) Vice-Chairman DIN:00235539	Sd/- (Rajesh Arora) Member DIN:00211260
	Sd/- (Ajay Mahajan) Member DIN:07922935

THE SPORTS GOODS EXPORT PROMOTION COUNCIL, NEW DELHI
(CIN : U74900DL1958NPL002893)

CASH FLOW STATEMENT FOR THE YEAR ENDED 31ST MARCH, 2024

(Rupees in Thousands)

PARTICULARS	For the Year Ended 31st March, 2024	For the Year Ended 31st March, 2023
A. Cash Flow from Operating Activities		
Net Profit/(Loss) before Tax	12,266	13,629
Adjustment for:	—	
Depreciation	47	49
Foreign Exchange Loss	—	
Interest Income	(5,788)	(3,859)
Misc Income	—	—
Interest Expense	—	—
Income Tax paid	—	—
Profit/(Loss) on Sale/Retirement of Fixed assets	—	5
Operating profit before working capital changes	6,525	9,823
Trade Receivables & Other Current Assets	(10,266)	(18,936)
Change in Stock in Trade		
Deferred Tax Liabilities		
Trade Payable & Other Liabilities	2,864	15,444
Cash generated from operating activities	(877)	6,330
B. Cash Flow from Investment Activities		
Purchase of fixed assets	(144)	(72)
Increase in Share Capital		
Sale of fixed assets	—	3
Interest Received	5,788	3,859
Misc Income		
Net Cash used in investing activities	5,644	3,789
C. Cash flow from Financing Activities		
Adjustment in Reserve & Surplus	—	—
Interest Paid		
Net Cash from Financing Activities	—	—
Net Increases (Decreases) in cash and cash Equivalents	4,767	10,120
Cash and Cash Equivalent at the beginning	70,715	60,595
Cash and Cash Equivalent at the end of the Year	75,482	70,715
Significant Accounting Policies	1	
Notes to Accounts	2-27	

As per our report of even date attached
FOR M/s. Batra Deepak & Associates
Chartered Accountants (FRN: 005408C)

Sd/-
(CA Ashish Mittal)
Partner
Membership No.: 511442

Date: 09.08.2024
Place: New Delhi

For on behalf of
The Sports Goods Export Promotion Council

Sd/- (Vikas Gupta) Chairman DIN: 00114237	Sd/- (Tarun Dewan) Executive Director
Sd/- (Sumnesh Agarwal) Vice-Chairman DIN:00235539	Sd/- (Rajesh Arora) Member DIN:00211260
	Sd/- (Ajay Mahajan) Member DIN:07922935

NOTE 1: SIGNIFICANT ACCOUNTING POLICIES:**1. a. Basis of Preparation of Financial Statements:**

These Financial Statements have been prepared to comply with the Generally Accepted Accounting Principles (Indian GAAP) including the Accounting Standards notified under the relevant provisions of the Companies Act 2013.

The financial statements are prepared on accrual basis under the historical cost convention. The financial statements are presented in Indian rupees rounded off to the nearest rupees.

b. Use of Estimates:

The preparation of financial statements in conformity with Generally Accepted Accounting Principles (Indian GAAP) requires judgments, estimates and assumptions to be made that affect the reported amounts of assets and liabilities and disclosure of contingent liabilities on the date of financial statements and reported amounts of revenue and expenses during the reporting period. Difference between the actual results and estimates are recognized in the period in which the results are known/ materialized.

2. Fixed Assets:

Tangible Assets are stated at cost net of trade discount, and rebates and include amount added on revaluation, less accumulated depreciation and impairment loss, if any. The cost of tangible assets comprises its purchase price, borrowing cost and any cost directly attributable to bringing the assets to its working condition for its intended use.

3. Depreciation:

Depreciation on Fixed Assets is provided to the extent of depreciable amount on the Written down Value (WDV) Method. Depreciation is provided based on useful life of the Assets as prescribed in Schedule II to the Companies Act, 2013.

4. Investment:

Investments which are readily realizable and intended to be held for not more than one Year from the date on which such investments are made are classified as current Investments in accordance with Accounting Standard 13 on 'Accounting for investments as notified under the Companies (Accounting Standards) Rules, 2006.

5. Employee Benefits:

Gratuity liability is defined benefit obligation and is provided for on the basis of an Actuarial valuation on projected unit credit method, at each year end. The Provident Fund is a defined benefit scheme whereby the council deposits an amount determined as a fixed percentage of basic pay to the fund every month.

6. Taxes on income:

No provision for Income Tax has been made in the books-as the council has been granted registration u/s 12-A of the Income Tax Act 1961, being a non-profit company.

7. Revenue Recognition:

Revenue is recognized only when risk and rewards incidental to ownership are transferred to the customer, it can be reliably measured, and it is reasonable to expect ultimate collection. Revenue from operation include sale of goods and services.

Interest income is recognized on a time proportion basis taking into account the amount outstanding and interest rate applicable.

8. Government Grants:

Government Grants related to revenue is recognized as and when there is a reasonable certainty of realization and shown in the Income and Expenditure in accordance with Accounting Standard (AS) 12 Accounting for Government Grants as notified under Companies (Accounting Standard) Rules, 2006. Grants related to revenue are presented as a credit in income and expenditure statement separately.

9. Foreign Exchange Transaction:

- a) Transactions denominated in foreign currencies are recorded at the exchange rate prevailing on the date of the transaction or that approximate, the actual rate at the date of the transaction.
- b) Monetary items denominated in foreign currencies at the year-end are restated at year end rates. In case of items which are covered by forward exchange contracts, the difference between the year-end rate and rate on the date of the contract is recognized as exchange difference and the premium paid on forward contracts is recognized over the life of the contract.
- c) Non-monetary foreign currency items are earned at cost.
- d) In respect of integral foreign operations, all transactions are translated at rates prevailing on the date of transaction or that approximates the actual rate at the date of transaction. Monetary assets and liabilities are restated at the year-end rates.
- e) Any income or expense on account of exchange difference either on settlement or on translation is recognized in the Income and Expenditure account.
- f) Details of Foreign Transactions as per Director's Report.

10. Contingent Liabilities:

Provision is recognized in the accounts when there is a present obligation as a result of past events, and it is probable that an outflow of resources will be required to settle the obligation and reliable estimates can be made. Provisions are not discounted to their present value and are determined based on the best estimates required to settle the obligation at the reporting date. These estimates at each reporting date and adjusted to reflect the current best estimates.

11. Leases:

Lease agreements where the risks & rewards incidental to ownership of an asset substantially vest with the lesser recognized as operating leases. Lease rentals under operating leases are recognized in the statement of Income & Expenditure.

12. Impairment of Fixed Assets:

An asset is treated as impaired when the carrying cost of assets exceeds its recoverable value. An impairment loss is charged to the Income & Expenditure account in the year in which an asset is identified as impaired. The impairment loss is recognized in prior accounting period is reversed if there has been a change in the estimates of recoverable amount.

THE SPORTS GOODS EXPORT PROMOTION COUNCIL, NEW DELHI
(CIN : U74900DL1958NPL002893)

NOTES FORMING PART OF FINANCIAL STATEMENTS

Note-2 Reserve and Surplus

(Rupees in Thousands)

Particulars	31/3/2024	31/3/2023
Surplus in Statement of Income & Expenditure		
Opening Balance	68,349	54,721
Amount Transferred From Statement of Income and Expenditure	12,266	13,629
	80,615	68,349

Note-3 Other Long Term Liabilities

(Rupees in Thousands)

Particulars	31/3/2024	31/3/2023
Provision For Gratuity Reserve		
Opening Balance	3,165	2,824
Less: Amount Paid during the year	—	—
Add: Gratuity provision for the current year	445	341
Add/Less: Adjustments	1,833	—
Closing Balance	1,777	3,165

Note-4(A) Trade Payables as at 31/03/2024

(Rupees in Thousands)

Particulars	Outstanding for following periods from due date of payment					Total
	Less than 1 year	1-2 years	2-3 years	More than 3 years	Not due	
(i) MSME	—	—	—	—	—	—
(ii) Others	3,860	—	—	—	—	3,860
(iii) Disputed dues - MSME	—	—	—	—	—	—
(iv) Disputed dues - Others	—	—	—	—	—	—

Note-4(B) Trade Payables as at 31/03/2023

(Rupees in Thousands)

Particulars	Outstanding for following periods from due date of payment					Total
	Less than 1 year	1-2 years	2-3 years	More than 3 years	Not due	
(i) MSME	—	—	—	—	—	—
(ii) Others	1,382	—	—	—	—	1,382
(iii) Disputed dues - MSME	—	—	—	—	—	—
(iv) Disputed dues - Others	—	—	—	—	—	—

Note-5 Other Current Liabilities

(Rupees in Thousands)

Particulars	31/3/2024	31/3/2023
Tax Payable		
TDS PAYABLE	430	499
EPF Payable	151	123
Other Current Liabilities		
Statutory Audit Fee	59	54
Telephone & Internet	4	4
Water & Electricity	45	29
RBSM for Sports Goods 2023 Expenses Payable	–	4,187
Membership Subscription in Advance	86	108
Refundable Deposit	58	55
Cheque Issue but not yet Presented	845	537
Refund Security Deposit - RIICO	438	–
Refund for Australian Toy Fair	632	2,700
Refund for Dubai Muscle Show	–	1,550
Refund for HKTGF	1,174	650
Refund for ISPO	10,127	8,899
Refund for Spiel	9,332	6,869
Refund for New York Toy Fair	2,597	–
Speil Int. Toy Fair Germany Expenses Payable	48	–
Advance for Tagxpo	120	–
Ranjit Bros. Taxi Service	17	–
Membership Fee Payable	2	–
Gratuity (As per Acturial certificate)	1,895	62
	28,058	26,324

Note-6 Details of Property, Plant and Equipment

As at 31st March 2024

(Rupees in Thousands)

S. No	Particulars	GROSS BLOCK				DEPRECIATION BLOCK				NET BLOCK	
		Cost as on 1.4.2023	Add-ition	Sales/ Adjust-ment	Total Upto 31.03.2024	Depreci-ation upto 31.3.2023	Sale/ Adj	Depreci-ation during the year	Total Depreci-ation upto 31.3.2023	WDV As on 31.3.2024	WDV As on 31.3.2023
Property, Plant and Equipment											
1	Air Conditioner	314	–	–	314	263	–	9	272	42	51
2	Computer	2,005	33	–	2,038	1,969	–	23	1,992	46	36
3	Fax Machine &Printer	91	–	–	91	89	–	–	89	2	2
4	Furniture & Fixture	682	95	–	777	671	–	4	675	102	11
5	Generator	317	–	–	317	293	–	–	293	24	24
6	Office Equipment	1,072	16	–	1,087	1,012	–	11	1,022	65	59
	Total for the year	4,480	144	–	4,624	4,297	–	47	4,343	281	183
	Total Previous Year	4,422	72	15	4,480	4,255	8	49	4,297	183	167

Note-7 Trade receivables

(Rupees in Thousands)

Particulars	31/3/2024	31/3/2023
Trade Receivable		
Undisputed - Considered Goods		
Within Six Months	247	444
Exceeding Six Months	391	448
	638	892

Ageing Schedule as on 31/03/2024

(Rupees in Thousands)

Particulars	Outstanding for following periods from due date of payment						Total
	Less than 6 months	6 months - 1 year	1-2 years	2-3 years	More than 3 years	Not due	
Undisputed Trade Receivables- Considered Goods	247	59	12	77	243	–	638
Undisputed Trade Receivables- Considered Doubtful	–	–	–	–	–	–	–
Disputed Trade Receivables- Considered Goods	–	–	–	–	–	–	–
Disputed Trade Receivables- Considered Doubtful	–	–	–	–	–	–	–
Others	–	–	–	–	–	–	–

Ageing Schedule as on 31/03/2024

(Rupees in Thousands)

Particulars	Outstanding for following periods from due date of payment						Total
	Less than 6 months	6 months - 1 year	1-2 years	2-3 years	More than 3 years	Not due	
Undisputed Trade Receivables- Considered Goods	444	242	198	9	1	–	892
Undisputed Trade Receivables- Considered Doubtful	–	–	–	–	–	–	–
Disputed Trade Receivables- Considered Goods	–	–	–	–	–	–	–
Disputed Trade Receivables- Considered Doubtful	–	–	–	–	–	–	–
Others	–	–	–	–	–	–	–

Note-8 Cash and cash equivalents

(Rupees in Thousands)

Particulars	31/3/2024	31/3/2023
Cash in Hand	3	1
Balances With Banks		
Balance With Scheduled Banks		
Saving Account	2,543	11,121
Deposit Account	72,896	59,592
	75,441	70,715

Note-9 Short-term loans and advances

(Rupees in Thousands)

Particulars	31/3/2024	31/3/2023
Security Deposits		
Unsecured, considered good		
SECURITY DEPOSIT	5	5
Loans and advances to others		
Unsecured, considered good		
Balances With Govt. Authorities	3,055	1,656
	3,060	1,661

Note-10 Other current assets

(Rupees in Thousands)

Particulars	31/3/2024	31/3/2023
Receivable from Vendors against Expenses	–	9
Gratuity Investment Fund (C.B.I.)	4,553	3,867
Grant Receivable	28,391	18,521
Accrued Interest	969	274
Cheque Received but not yet cleared	–	2,744
RBSM FOR Sports Goods Receivable	–	54
Prepaid Expenses	295	301
Amount Receivable ISPO Fair	558	–
Amount Recoverable on Speil	124	–
	34,891	25,769

Note-11 Revenue from operations

(Rupees in Thousands)

Particulars	31/3/2024	31/3/2023
Trade Contribution	6,493	6,004
Membership Fee	3,630	3,450
Admission Fee	122	92
Participation charges RBSM for Sports Goods	6,946	1,260
Miscellaneous Receipts	13,152	13,504
	30,343	24,311

Note-12 Government Grants

(Rupees in Thousands)

Particulars	31/3/2024	31/3/2023
MAI Grant	56,866	60,790
Less:Refunded Back	–	1,616
	56,866	59,174

Note-13 Other income

(Rupees in Thousands)

Particulars	31/3/2024	31/3/2023
Interest on F.D.R & Banks	5,788	3,857
Interest on TDS Refund	–	1
	5,788	3,859

Note-14 Employee benefits expense

(Rupees in Thousands)

Particulars	31/3/2024	31/3/2023
Salary	9,500	8,426
Allowances & Reimbursment	353	352
EPF/FPF Contribution	833	721
Leave Encashment	22	78
Gratuity	445	346
Staff Welfare	90	88
	11,245	10,010

Note-15 Finance Cost

(Rupees in Thousands)

Particulars	31/3/2024	31/3/2023
Depreciation & Amortisation		
Bank Charges	1	1
	1	1

Note-16 Depreciation and amortisation expense

(Rupees in Thousands)

Particulars	31/3/2024	31/3/2023
Depreciation & Amortisation		
Depreciation Tangible Assets	47	49
	47	49

Note-17 Other expenses

(Rupees in Thousands)

Particulars	31/3/2024	31/3/2023
Administrative and General Expenses		
Hospitality Expenses	112	72
Magzine & Journals	4	4
Meeting & AGM/EGM Expenses	148	179
Office Equipment Maintenance	133	108
Office Rent	35	31
Insurance Charges	4	4
Audit Fee	66	58
Postage & Courier	19	14
Printing & Stationery	29	55
Professional & Legal Charges	1,292	1,516
Repair & Maintenance	261	253
Telephone & Internet Expense	51	51
Travelling & Conveyance	77	60
Water & Electricity	268	296
Advertisement & Publicity Expenses	190	112
Website Development & upgradation charges	213	164
Membership Fee to other Organization	404	124
Overseas Export Promotion Activity Expenses	37,234	42,436
Capacity Building of Cricket Bat Mfg Jammu	–	342
RBSM for Sports Goods Expenses	20,560	12,906
RBSM Kids India Expenses	7,885	4,597
India Sports Goods Expo	17	–
Miscellaneous Expenses	22	8
House Keeping Expenses	291	259
RIICO Expenses	60	–
Export Award Certificates	64	–
Loss on Sale of Asset	–	5
	69,439	63,655

Notes Forming Part of Balance Sheet

Note: 18 Payment made to Auditors

	Current Yr.	Previous Yr.
Payment to Auditors includes Audit Fee	66.00	60.00 (figures in thousands)

Note : 19

There are no Micro, Small & Medium Enterprises, to whom the Council owes dues on account of principal amount together with interest as at the Balance sheet date. This has been determined to the extent such parties have been identified on the basis of information available with the Council.

Note : 20

Some of the balances of Trade Receivables, Liability for expenses, Loans & Advances and Deposits are subject to confirmation from the respective parties and consequential reconciliation/ adjustment arising there from, if any. The management, however, does not expect any material variation.

Note : 21

No provision for taxation is made for the year and also for earlier years in the accounts; the council is exempt from income tax under the provisions of the income Tax act, 1961.

Note : 22

Provision for the gratuity as per Actuarial valuation is Rs. 3,672 (in thousands) for the year ended 31st March 2024.

Note : 23

There is no contingent liability as on date of Balance Sheet.

Note : 24

In the meticulous compliance of Accounting Standard, Grants receivable at the year-end amounting to Rs. 28,391 (in thousands) have been recognized.

Note : 25

Previous year figures have been regrouped as per the current year figures. The format of Profit and Loss Account as per Schedule III of Companies Act, 2013 has been permuted to suit the requirements of Section 8 Company.

Note : 26

The Accounting Ratios required under Schedule III of the companies Act, 2013 given as follows:

Sr. No.	Ratios	Numerator	Denominator	Current Reporting Period	Previous reporting period	% of Change
1	Current ratio	Current Assets	Current Liabilities	3.57	3.57	-0.05
2	Debt equity ratio	Total Debt	Shareholder's Equity	NA	NA	NA
3	Debt service coverage ratio	Net Profit before taxes + non-cash operating expenses like depreciation and other amortizations + Interest + other adjustments like loss on sale of Fixed assets etc	Interest & Lease Payments + Principal Repayments	NA	NA	NA
4	Return on Equity	Net Profits after taxes - Preference Dividend (if any)	Average Shareholder's Equity	NA	NA	NA
5	Inventory turnover ratio	Cost of goods sold OR sales	Average Inventory (Opening + Closing balance/ 2)	NA	NA	NA
6*	Trader receivable turnover ratio	Net Credit Sales (gross credit sales minus sales return)	Average Accounts Receivable (Opening + Closing balance/ 2)	39.65	27.29	45.29
7	Trade payable turnover ratio	Net Credit Purchases (gross credit purchases minus purchase return)	Average Working Capital	0.59	0.64	-7.36
8	Net capital turnover ratio	Net Sales (total sales minus sales returns)	Average Working Capital	0.26	0.24	6.00
9**	Net profit ratio	Net Profit	Net Sales	0.40	0.56	-27.89
10	Return on capital employed	Earnings before interest and taxes	Capital Employed (Tangible Net Worth + Total Debt + Deferred Tax Liability)	0.15	0.20	-23.69
11	Return on investment	Return	Investment	NA	NA	NA

*The increase in ratio is due to more events organized this year and hence more collection during the year.

**The decrease in ratio is due to more application of funds in the events organized during the year.

Note : 27

- a. The company does not have any Benami Property, where any proceeding has been initiated or pending against the company for holding any Benami Property.
- b. The company did not have any transactions with companies struck off.
- c. The company does not have any Charges or satisfaction which is yet to be registered with ROC beyond the statutory period.
- d. The company has not traded or invested in Crypto Currency or Virtual Currency during the respective financial years/period.
- e. The company does not have any transaction which is not recorded in the books of accounts that has been surrendered or disclosed as income during the year in the tax assessments under the Income Tax Act, 1961 (such as search or survey or any other relevant provisions of the Income Tax Act, 1961).
- f. The company has not been declared willful defaulter by any bank or financial institution or other lender.
- g. The company does not have any scheme of arrangements which has been approved by the Competent Authority in terms of Section 230 to 237 of the Act.
- h. The company did not have any property whose Title deeds has not been held in name of the Company.
- i. The Company did not revalue its Property, Plant and Equipment during the relevant year/period.
- j. The Company did not grant Loans or Advances in the nature of loans to promoters, directors, KMPs and the related parties (as defined under Companies Act, 2013,) either severally or jointly with any other person.
- k. The company did not have any Capital Work in Progress during the relevant period/year.
- l. The company did not have any Intangible assets under development during the relevant period/year.
- m. The Company did not have any borrowings from banks or financial institutions on the basis of current assets during the relevant period/year.
- n. The company has complied with the number of layers (if applicable) prescribed under clause (87) of section 2 of the Act read with Companies (Restriction on number of Layers) Rules, 2017.
- o. The company has not advanced or loaned or invested funds to any other person(s) or entity(ies), including foreign entities(intermediaries) with the understanding that the Intermediary shall:
 - (i) directly to indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the company (Ultimate Beneficiaries) or
 - (ii) provide any guarantee, security or the like to on behalf of the Ultimate Beneficiaries.
- p. The company has not received any fund from any person(s) or entity(ies), including foreign entities(intermediaries) with the understanding (whether recorded in writing or otherwise) that the company shall :
 - (i) directly to indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the company (Ultimate Beneficiaries) or
 - (ii) provide any guarantee, security or the like to on behalf of the Ultimate Beneficiaries.

As per our report of even date attached
FOR M/s. Batra Deepak & Associates
Chartered Accountants (FRN: 005408C)

Sd/-
 (CA Ashish Mittal)
 Partner
 Membership No.: 511442

Date: 09.08.2024
 Place: New Delhi

For on behalf of
The Sports Goods Export Promotion Council

Sd/- (Vikas Gupta) Chairman DIN: 00114237	Sd/- (Tarun Dewan) Executive Director
Sd/- (Sumnesh Agarwal) Vice-Chairman DIN:00235539	Sd/- (Rajesh Arora) Member DIN:00211260
	Sd/- (Ajay Mahajan) Member DIN:07922935

EXPORT PROMOTION ACTIVITIES

RBSM for Toys (Kids India 2023)

JIO World Convention Centre, Mumbai (31st August to 2nd September 2023)

As a measure to boost the export of toys, the SGEPC invited buyers from overseas nations under the MAI scheme of Govt. of India. The event was visited by 72 international buyers and orders worth INR 550 lakh were booked and business to the tune of INR 4500 lakh was generated.

The event was visited by more than 5000 domestic visitors as well as international visitors from prospect nations such as USA, UK, Australia, Germany, UAE amongst others. The participants were happy with the business and the leads generated. The event provided an industry platform for the international buyers to meet Toy manufacturers.

New York Toy Fair 2023

New York (30th September to 3rd October 2023)

After a three-year hiatus, the world-renowned American Toy Fair marked its 118th return to the global stage at the Jacob K. Javits Convention Center in New York City. The largest toy trade show in the Western Hemisphere attracted 20000-plus buyers from 91 countries to scout for trends and place orders for the latest products to wow and engage kids of all ages.

14 toy companies from India showcased their products in the Indian Pavilion organized at Level 3 of the exhibition wherein variety of toys were displayed like soft & plush toys, tin toys, ride on toys, board games, puzzles, STEM toys, sports toys, kid's bags, etc. Indian participants reported approx. 300 visitors to their stand. They collectively booked business worth USD 1 Million and anticipate the business worth USD 2.5 Million. Mr. Randhir K. Jaiswal, Consul General, CGI, New York visited the exhibition on 2nd October 2023. He spent considerable time and interacted with all Indian exhibitors. He enquired about their products, existing business in North America and guided them to promote their products in the USA.

ISPO 2023

Munich, Germany (November 28th - 30th, 2023)

ISPO Munich has set itself the goal of bundling the emotional power of sport and being recognized worldwide as the place to be for the sports industry. India once again marked its presence through The Sports Goods Export Promotion Council under the MAI scheme of Govt. of India. In total, 56 leading manufacturers with varied product profiles displayed their products in 2 different halls with a total area of 1042 SQM. The SGEPC participants reported 40000 visitors, generating 2150 enquiries, and generating business worth INR 8200 Lakh.

Shri Tarun Dewan, Executive Director, SGEPC welcomed Shri Mohit Yadav, Consul General, Consulate General of India, Munich and escorted him to the Indian Pavilion wherein he met with Indian participants and sought feedback on the event.

Hong Kong Toys & Games Fair 2024

Hong Kong (January 08th - 11th, 2024)

The 50th edition of Hong Kong Toys & Games fair was held at Hong Kong Convention & Exhibition Centre from 8th - 11th January, 2024 attracting over 83,000 buyers from 135 countries participating in the four-day event. The event was organized by Hong Kong Trade Development Council (HKTDC) and recorded encouraging participation from exhibitors with many buyers placing orders at the fairground.

This is most important exhibition for Toys manufacturers as it attracts non-local buyers from all over the world, including Mainland China, ASEAN, India, Japan, Korea, and Taiwan. Amongst others European nations buyers came from Czech Republic, France, Hungary, Italy, Poland, and the United Kingdom, while buyers from the Middle East and Brazil, Chile and the United States took part as well. The SGEPC organized the participation with 15

member companies in the event wherein the participants reported 485 visitors, generating 212 enquiries, and generating business worth INR 700 Lakh.

Spielwarenmesse International Toy Fair Nuremberg, Germany (January 30th - February 03rd, 2024)

The Spielwarenmesse has succeeded in asserting its unique leading role in the global market. Between 30 January to 3 February 2024, the entire industry came together at the Nuremberg Exhibition Centre for its sole global event of the year. 2,354 exhibitors from 68 countries - an increase of 10% over the previous year - took the opportunity to publicise their trends and new ideas. Alongside the product innovations, a multitude of different networking opportunities and stimulating ideas on the lead theme of Kidults awaited the 57,000 visitors from 125 nations who gathered there.

The Sports Goods Export Promotion Council organized India Pavilion under 'Market Access Initiative' scheme of the Govt. of India with 57 Leading manufacturers with varied product profiles showcasing their products in 11 different halls with a total area of 776 Sqm. SGEPC participants reported 57000 visitors, generating 1195 enquiries, and generating business worth INR 4705 Lakh. Mr. Mohit Yadav - Consul General, Consulate General of India in Munich graced the Exhibition with his presence and inaugurated the Indian Pavilion by cutting the ribbon at the SGEPC booth on the first day of the fair. Taking a proactive approach, the CG toured the exhibition, visited Indian exhibitor's booth.

Australian Toy Hobby & Licensing Fair Melbourne, Australia (February 11th - 14th, 2024)

Toy Fair organized by Australian Toy Association was held at the Melbourne Convention and Exhibition Centre from 11 - 14 February 2024 comprising of 200 exhibitors showcasing their products during the 4 day event. Majority of exhibitors were from Australia and Exhibitors from other countries included Hong Kong, Bangladesh, USA, Canada, Italy and India. During the 4 days there were about 4000 visitors, mainly from Australia & New Zealand.

Dr. Sushil Kumar, Consul General and Ms. Chandra Vice Consul, C.G.I, Melbourne visited the fair on 12 February 2024 and met all the Indian exhibitors. SGEPC welcomed Dr. Sushil Kumar and briefed him about the fair. Consul General visited all Indian Exhibitors and assured the support of CGI office to all Participants. 14 companies participated from India displaying varied products. As reported by Indian exhibitors, 76 buyers visited the Indian Stands, 42 numbers of trade enquiries were received by the Indian exhibitors and anticipated business is US\$ 2279325 (Rs 1890 Lakhs).

India Sporting Goods Fair (ISGF) 2024 RBSM held at Delhi (March 19th - 20th, 2024)

The India Sporting Goods Fair 2024, RBSM on Sports Goods was organized for International buyers, from 19 - 20 March 2024, at Leela Hotel, New Delhi. This support was provided under the MAI Scheme of the Department of Commerce, Government of India. The main goal was to display the expertise of the Indian sports goods industry to international buyers, which was achieved. Moreover, the event facilitated the creation of new connections between exhibitors and buyers, contributing to its overall success. There were 65 Indian exhibitors in the event and 94 quality International buyers attended the event. The SGEPC members were able to book orders to the tune of INR 2486 Lakh whereas they generated enquiries worth INR 2985 lakh. SGEPC & AIBC (Australia India Business Council) signed a MOU during ISGF for mutual co-operation in promoting Sporting Goods business.

The event was supported by ISPO Munich, the leading exhibition of the world on Sporting Goods. ISGF attracted visitors from over 30 countries. There were 65 Indian exhibitors in the event and 94 quality International buyers attended the event. The SGEPC members were able to book orders to the tune of INR 2486 Lakh whereas they generated enquiries worth INR 2985 lakh.

Spielwarenmesse International Toy Fair 2024
Nurnberg, Germany



Consul General inaugurating the India Pavilion



Consul General visiting the India Stands



Display at one of the Indian Stands

ISPO 2023
Munich, Germany



Consul General, C.G.I. Munich visiting the India Stands



View of India Pavilion



View of Indian Stands



THE SPORTS GOODS EXPORT PROMOTION COUNCIL

1-E/6, Swami Ram Tirth Nagar, New Delhi - 110 055

Phones: 011- 35007748, 35007749; E-mail: mail@sgepc.in

[www. sportsgoodsindia.org](http://www.sportsgoodsindia.org)