

# Promoting the game!

**The 6th annual India Golf Expo 2017** was held on April 20-21 at DLF Club 5 in Gurgaon and saw 400 delegates from 20 nationalities and over 1000 walk-in visitors come together to shape the future of Indian Golf. The expo was organised by India's Golf Industry Association (GIA) and supported by the Ministry of Tourism, Indian Golf Union (IGU), Professional Golf Tour of India (PGTI) and Golf Course Superintendents & Managers Association of India (GCS & MAI). The Women's Golf Association of India (WGAI) and National Golf Academy of India (NGAI) were also closely associated with the event. Engaging discussions took place over two days resulting in all stakeholders launching the India Learn Golf Week in their pursuit to produce the next 100,000 golfers in 5 years' time.



Welcome address by Golf Industry Association (GIA) patron Aakash Ohri (Executive Director - DLF Home Developers)

### Funding Models for Redevelopment of Golf Clubs



L-R: Inamul Haq Keen (Incharge Engineering CHQ - J&K Bank), Nuzhat Gul (Secretary - Kashmir Golf Club) and Anit Mehrotra (CEO - SGDC)

### Attracting Investment in Golf Projects



L-R: Vikram Garg (Principal - Blackstone Group), Yash Gupta (MD - Hines India) and Naveen Raj Singh, IAS (Secretary - Tourism Karnataka)

**57**  
SPEAKERS



Atul K. Garg, Sports Commissioner, DDA, with Aakash Ohri

### Leveraging technology for Water Management



Carmen Magro (VP - Stevens Water Monitoring Systems)



Delegates engrossed during the panel discussions

The first day of the Expo saw some very interesting panel discussions from **'Funding Models of Redevelopment'** to **'Growing the Women's Game'**. Dominic Wall, Director - Asia Pacific, R&A, apprised the audience of the proposed changes to Rules of Golf while Mike Round, Director - Development, LET, cited examples from UK about popularising the sport.



Unveiling the inaugural 2017 GIA-KEN Research Report by members of the Golf Industry Association

Day 2 witnessed Japan's H Jay Araki, MD - Casablanka Consulting, talking about the expectations of expats and ways to generate incremental revenue from them. The other highlight of the day was the panel discussion on **'Building, Planning & Operating Commercial Golf Facilities'** with Silverglades Chairman Pradeep Jain offering some great insights from his 25-plus years of experience.



Manmohan Sardana (Regional Director, North, Ministry of Tourism)

**Boosting Golf Tourism in India**

**Maximising Profit for Golf Clubs**



Stacey Walton (Director - Banyan Golf Club, Hua Hin, Thailand)

**400**  
DELEGATES

**45**  
GOLF CLUBS  
REPRESENTED

**Increasing Golfer Traffic at Courses**



L-R: Sitaram Rokade (CIDCO - Navi Mumbai), NPS Dalmi (Secretary - Qutub Golf Course), Harish Shetty (Hon Secretary -KGA) and Col JB Singh (Secretary, AEPTA)

**Proposed Changes to the Rules of Golf**



Dominic Wall (Director - Asia Pacific, R&A)

**Generating Incremental Revenue from Expats**



L-R: Dhruv Pal Singh (Addl General Manager, Jaypee Greens Golf Resort), Ravi Grover (Director & COO, Golden Greens Golf Resort), Rishi Narain (MD - RN Sports Marketing) and H Jay Araki (MD - Casablanka Consulting)

**Growing Women's Golf**



L-R: Champika Sayal (Secy. General - Women's Golf Association of India), Simi Mehra (Professional Golfer), Nonita Lal Qureshi (Board Member - WGA), Nandita Rao (VC - Ladies, Indian Golf Union), Mike Round (Director - Development, Ladies European Tour) and WGAI president Kavita Singh

**Spas & Outdoor Recreation - Investment & Returns**



FJ Singh (MD - Efcj Consulting)

**Building, Planning & Operating Commercial Golf Facilities**



L-R: Phil Ryan (Founder, Pacific Coast Design), Pradeep Jain (Chairman - Silverglades), and Stacey Walton



A visitor at the Tourism Karnataka stall during the India Golf Expo



A visitor tries out equipment at the Expo Pro Shop



The TORO Stall, one of the many exhibitors, utilised the opportunity to network during the two days

# 52 EXHIBITORS



Course superintendents bought turfcare equipment for their clubs



Golf apparel from top brands were also on display for visitors to buy



Visitors were spoilt for choice with the variety of options available



Accessories sold like hot cakes with mouth-watering discounts on offer

# GOLF ECONOMY IN INDIA

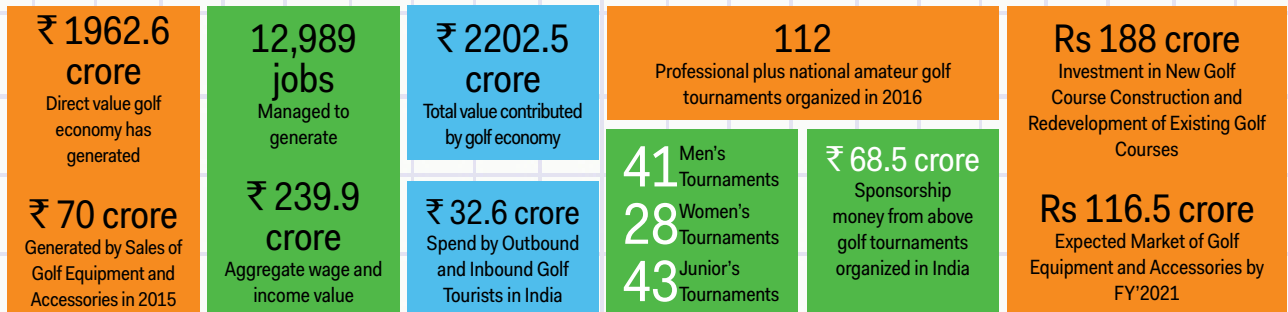
India's golf industry contributed Rs 2202.5 crore in economic value in 2015. This figure along with many interesting findings were tabled for the first time during the 6th India Golf Expo in Gurgaon following relentless efforts put in by India's Golf Industry Association (GIA) in partnership with Ken Research.

Golf based real estate (premiumisation value) has contributed the highest aggregate value of Rs 957.4 crore (USD 143.4 million) to the golf economy with an average golf premiumisation factor of 25%. Following this, golf facility operations which comprises of revenues from golf courses has contributed an aggregate value of Rs 693.3 crore (USD 103.8 million) during 2015.



From left: Anit Mehrotra, Director - Golf Industry Association & CEO, Silverglades Golf Development Company unveils the GIA golf industry research report with Namit Goel, Director - KEN Research

## NUMBER CRUNCHING



Indian Golf Economy Direct and Indirect Contribution, 2015				
Golf Sector	Direct Contribution, 2015	Total Employment (Number)	Total Wage Income	Total Contribution
Golf Based Real Estate	957.4	NA	NA	957.4
Golf Facility Operations	524.4	8,380	168.9	693.3
Golf Course Capital Investments	188.0	3621	45.6	233.6
Golf Tournament and Endorsements	167.8	406	0.4	168.2
Golf Related Equipment	70.0	454	17.6	87.6
Golf Tourism and Hospitality	32.6	48	2.0	34.6
Golf Construction Equipments	22.6	80	5.3	27.8
<b>Total Golf Economy</b>	<b>1,962.6</b>	<b>12,989</b>	<b>239.9</b>	<b>2,202.5</b>

(Figures in crores) Source: Ken Research

# INDIA GOLF EXPO 2017 AWARDS



**Aditi Ashok** had a remarkable year on the Ladies European Tour in 2016, finishing second on the Order of Merit apart from bagging the Rookie of the year. She had 7 top-ten finishes which included two wins (The Hero Women's Indian Open, and the Qatar Ladies Open). Aditi also represented India at the Rio Olympics and gained partial membership on the US based LPGA Tour.



**SSP Chawrasia** continued his good form in 2016, winning twice - once at home at the Hero Indian Open (a European Tour event) and away at the Resort World Manila Masters (Asian Tour). He made 348,662 Euros in Europe and US\$ 517,467 in Asia. Chawrasia backed up his year with an encore at this year's Hero Indian Open as well.



**L-R :** Vineet Mathur and Ravi Garyali present the award to Ajay Rana (on behalf of Prakash Bhandari)

**North Zone  
Delhi Golf Society**

The Delhi Golf Society organises annual tournaments for top amateurs namely the NCR Cup, Delhi State Golf Championship and the Salwan Cup. They have also set up a Golf Academy at the Karni Singh Shooting Range in association with the Sports Authority of India.

**West Zone**

**Indian Golf Union (West Zone) & Evolution Sport**

The West Zone of the Indian Golf Union (IGU) is credited with bringing the game to schools. Institutions have either adopted golf into their curriculum or have conducted introductory camps to children. The West Zone of the IGU plans to reach 10,000 school children by the end of 2017.

**Evolution Golf** have been organising and promoting junior golf events such as the IGU's Western Indian Inter School Championship, junior Feeder Tour (nine events per year), and the IGU 'Golf in Schools' program.



**Siddharth Naik (R)** receives his prize from Mohan Subramaniam (L) and Varun Oberoi



**L-R :** Mohan Subramaniam and Varun Oberoi present Amit Nigam and Shivas Nath with the award

**South Zone  
Karnataka  
Tourism**

Hosts the annual Karnataka Golf Festival which sees participation of over 600 golfers from different cities across the country, besides supporting golf tourism in the state.



**L-R :** Ravi Garyali presents the award to Harish Shetty and Vara Prasad Rao

**East Zone**

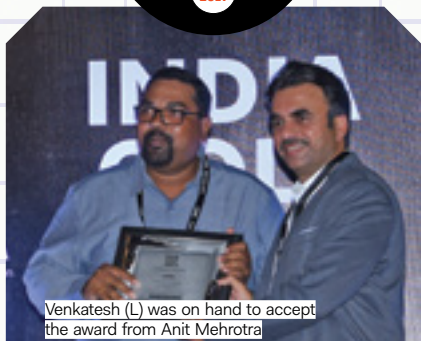
**Meghalaya Golf Promoters' Society and Protouch Golf Academy**

Meghalaya Golf Promoters' Society is the first golf academy set up in the North East. They organise an Indian Golf Union junior feeder tour event and the North East regional golf symposium in partnership with the Golf Industry Association. In 2016, they also helped put together the Chief Minister's Meghalaya Open Golf on the PGTI.

**Protouch Golf Academy**, which is the brainchild of former touring professional Indrajit Bhalotia, is based out of Kolkata. They boast in excess of 500 juniors who attend camps to learn how to play the game. Protouch also conducts events in 27 schools. They also support 12 underprivileged children who play on the Feeder and IGU tours.



**Gaurav Bajaj (C)** receives the award from Kalyan Sabrasheeshan (R)



Venkatesh (L) was on hand to accept the award from Anit Mehrotra

**Tamil Nadu Golf Federation  
Cosmo Golf Club**

Late in 2015, the Tamil Nadu Golf Federation Cosmo Golf Club was submerged in water because of heavy rains that caused widespread damage. Within three weeks, the course was playable again. One year later, deja vu when Cyclone Vardah caused more destruction. The course was restored, and renewed with several new additions including the relaying of greens and an automated irrigation system.



L-R : Deepali Shah Gandhi presented Mita Gowande and Arun Iyer with their award

**My Golf Tours**

Founded in 2011 by Arun Iyer - a veteran of the travel and tourism industry and BPGC lady professional Mita Gowande. My Golf Tours launched an Incredible India 365 days Golf Vacation that offers overseas visitors 11 different programs with 28 Indian golf courses in association with the Ministry of Tourism.



Shaili Chopra (L) receives the award from Phil Ryan

**Golfingindian.com**

Founded by well-known journalist Shaili Chopra, Golfing Indian is a website that covers the game extensively - whether played in India or abroad. It is a highly interactive platform which combines writing, photographs and video to give a complete experience of the game online.



L-R : Phil Ryan presented Arshpreet Thind with the award

**Glade One, Ahmedabad**

Glade One based out of Ahmedabad is a Par 36, 9 hole course designed by Gary Player. It runs 3486 yards and was developed by Safal Constructions. Amenities include a gym, restaurants, and a golf academy.



Rakesh Sharma (L) was on hand to present Simran Singh his award

**Simran Singh**

Simran Singh was the first to turn professional in India despite starting the game at a relatively late age of 32 in 1965. He was chosen by the IGTU to work under the famous Australian coach Norman Von Nida and was later appointed national & regional coach in 1986. He continued in this role until 1994, while becoming the first professional to initiate golf coaching programs at the Delhi Golf Club and the Chandigarh Golf Course. Notables who worked under him are Shiv Kapur, Jeev Milkha Singh, Amandeep Johl and Daniel Chopra among others.



**Ali Sher**

Ali Sher is the first Indian to win the Indian Open golf tournament in 1991. He repeated this feat in 1993 becoming the first two-time Indian winner. For this, he was conferred with the Arjuna Award in 1991.

# Growing Women's Golf in India

Mike Round ( Director Development, Ladies European Tour)

**W**omen's participation is most vital for the growth of golf. They are the catalysts for bringing their families to the course, believes Mike Round, Director - Development, Ladies European Tour (LET). Mike on his maiden visit to the 6th India Golf Expo in Gurgaon illustrated the ways to generate interest among women, highlighted the importance of social media and revealed his intentions of bringing an LET Access Series event to the country. **Excerpts from an interview...**

By Rohit Bhardwaj & Aman Misra

**GDI: How has the LET used social media to help raise awareness about the tour?**

**MR:** We recognised the way society is going and a lot of people are consuming their information through digital channels, often into the palm of their hand or a handheld device. In terms of getting our message out to the consumers, the fans, the spectators, to anyone who is interested in women's golf - we have to make sure that we are moving with the times. We have invested a lot of time and effort in the last two years in our digital output. We have got a member of staff who is dedicated to looking after our digital media channels and content, and we have seen a very significant increase in the number of followers on Facebook and Twitter and even number of views on Youtube. We have also started an alumni Facebook group which allows former members on the LET to connect with each other. This will help in business opportunities thereby growing the women's game.

**GDI: There are many innovations today in the men's game - for instance the Hero Challenge which is a one-hole shootout event. Has the LET considered such events to popularise the game amongst youngsters?**



**MR:** We are in a slightly different position as compared to the men's game. They have got a stronger schedule. Obviously we are also looking to strengthen ours - we have got a core number of events at the moment. We are looking to enhance that so that we could also be creative and innovative. I guess one of the best examples of that is last year when we had

⚡ Playing in Morocco alongside the men's tour is good for us and the sport... Next year at Glasgow we have got the European Golf Championships with men's and women's competition staged together. This helps in increased visibility for women's game."

a Wednesday finish with the Turkey event rather than the traditional Sunday finish. One of the ideas behind this was to finish when there is less sports coverage of other events that would give us increased visibility. I think the feedback made it a very successful exercise. This was looking at things a slightly different way.

**GDI: The European Tour and the LET both staged events recently during the same week for the first time in Morocco. Do you think this will break barriers?**

**MR:** These kinds of things are a step in the right direction. Playing in Morocco alongside the men's tour is good for us and the sport. We are seeing more and more of these mixed events coming up. Obviously we have got the men and women competing at the Olympics as well - next year at Glasgow we have got the European Golf Championships where there will be a men's competition, a women's competition as well as a mixed competition. The direction of travel is clearly to see the opportunities for the men's and women's game to work together, being in the same place, joint initiatives - these sorts of things.

**GDI: Do role models such as Aditi Ashok help in bringing new followers to the game?**

**MR:** This is an interesting one, I think role models have their place. Aditi I think is absolutely fantastic for not only women's golf in India but also for golf as a whole in the country. That is an essential part of the mix. However, you need to look at this holistically. There is no point having a hundred different role models when people try to access the sport they find it too difficult, or its too expensive, or the product isn't right and isn't enjoyable. It is about having the right environment, having the right coaches to provide the right experience. These elements need to come together. This is why all of the bodies in the game need to come together and use their collective knowledge and expertise - which is in abundance in your country.

**GDI: Should golf clubs drive more memberships for women golfers or should they work towards family clinics where they come along with their children and get introduced to the game?**

**MR:** This process takes time. I think each individual club needs to look at its own operation and make an assessment of their own offers and experiences through the eyes of new beginners. Would it be attractive to them? I think the jump from being a non-golfer to becoming a golfer is a very big jump. It's almost too big a jump to make on your own. I think you need to be helped through that process. The additional role of leaders and other organisers may well help to facilitate that. Often some clubs will have come up with very creative ideas when running the junior coaching programmes. Then they can also run adult programmes beside that. When people are dropping their children, they can have an experience as well. It does begin to build the experience for the family as a whole. Society has moved to families wanting to go out together. It's not just the man who goes and spends some time at the golf club - like in the olden days. It's good for golf to look outside the sport and see what the families do, where they go and what they enjoy doing together.

There are ways in which we can create family experiences for golf. Driving ranges can be developed as places where they could practice together but there are also other opportunities like a cafe or a restaurant or other activities that can be built around them.

**GDI: The LET has one event in India right now (Hero Women's Indian Open). Would you think of staging lower prize money events on the LET Access Series in future?**

**MR:** If the circumstances are right, yes. We are very very happy with the event that we have here in India. It's a big country with a lot of people in it, and I am sure there's scope for pushing that in the future. The Access series (the 2nd tier LET events) model is a good opportunity as it provides those who are considering whether or not they can make it as a tour professional, and it also gives the federation an opportunity to get used to sending their amateurs to different countries and get used to playing conditions there. Those tours are something that may well be of interest in other parts of the world. In Europe, the Access tour is serving a very big purpose particularly in talent development.

“I think the jump from being a non-golfer to becoming a golfer is a very big jump. It's almost too big a jump to make on your own. I think you need to be helped through that process... Society has moved to families wanting to go out together. It's not just the man who goes and spends some time at the golf club - like in the olden days. It's good for golf to look outside the sport and see what the families do.”





# India Learn Golf Week



September 25 – October 1, 2017

Golf's governing bodies – the Indian Golf Union (IGU), Professional Golf Tour of India (PGTI), Women's Golf Association of India (WGAI), Golf Industry Association (GIA), Golf Course Superintendents & Managers Association of India (GCS&MAI) and National Golf Academy of India (NGAI) felt in order to further grow the game in the country they need to produce the next 100,000 golfers in five years' time.

This is the first time in the history of the sport that they have joined hands in their endeavor to grow the industry and promoting golf. The initiative is supported by the Professional Golfers Association (PGA) of America.

The first step in this direction will begin with approximately 40 clubs across the country dedicating a week to this initiative. Out of which 13 have already given their mandate. According to the program, a member can register a family or friend for an introductory lesson in golf. Clubs will arrange 3-5 instructors at their driving range for the India Learn Golf Week (ILGW) with each of them taking 5 classes a day with 5 students per session. So, each club reaches 100 students per day and 700 new individuals in a week.

The project aims at not only popularizing the game but creating more champions. The clubs too will benefit in the process – getting national media publicity and good revenue due to F&B and additional coaching lessons.

“A club member can enrol his family or friends for this programme and at public courses one can register directly.”

– Mohan Subramaniam, Director - GIA



L-R: GCS&MAI secretary general Col. Pravin Uberoi, IGU director general Arun Singh and WGAI secretary general Champika Sayal

“India Learn Golf Week is a welcome initiative. The WGAI pledges its full support for it. A well-known public figure like Sadhguru Jaggi Vasudev will attract attention to the game.”

– Champika Sayal, Secretary General, WGAI



NGAI director Karan Bindra (L) with GIA director Mohan Subramaniam

“This is a wonderful initiative and it will bring a lot of media focus. All NGAI coaches fully support the programme.”

–Karan Bindra, Director, NGAI



## Potential Benefits

- More champion golfers
- Increase in number of people watching golf on TV
- More people reading about golf (print or digital medium)
- Enhanced health benefits
- Increase in sales of golf equipment
- More golf construction and renovation
- Increase in number of golf based real estate projects
- More sponsors
- Enhanced golf tourism facilities in India
- Better environment

## Early confirmations

1. Golden Greens Golf Resort, Gurgaon
2. Golmuri Golf Club, Jamshedpur
3. Hamoni Golf Camp, Gurgaon
4. Hyderabad Golf Club
5. Imperial Golf Estate, Ludhiana
6. Jaypee Greens Golf Resort, Greater Noida
7. Kalhaar Blues & Greens, Ahmedabad
8. Kensville Golf & Country Club, Ahmedabad
9. Kodaikanal Golf Club, Tamil Nadu
10. Panchkula Golf Club
11. Palms Golf Club, Lucknow
12. Qutab Golf Club, New Delhi
13. Royal Jaipur Golf Club



**Golf Digest  
India**

“ We have already booked the week for our events. Even if there's 20 % retention from the 28,000 targeted newcomers that will be huge for the game in India.”

—Arun Singh, Director General, IGO

“ The Course Superintendents will be more than happy to contribute their bit towards the sport.

—Col. Pravin Uberoi, Secretary General, GCS&MAI

### **TARGET GOLFERS – 28,000 IN 7 DAYS**

4 pros per club x 5 students per day x 5 sessions per day = 100 students x 7 days = **700 students**

700 students x 40 clubs = **28,000 students**