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Golf Industry Association

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12th Edition

GOLF & TURF SUMMIT 2025

30th – 31st October 2025 | Boulder Hills Golf and Country Club, Hyderabad

India's Premier Golf & Turf Gathering

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- Join superintendents, turf managers, suppliers, and industry leaders for high-impact learning, innovation, and collaboration.



Inside This Issue:

- GIA Greenkeeping Excellence Seminar 2025
- Innovations in Turf Management
- Spotlight on Sustainable Golf Initiatives
- Industry News & Partnerships

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Golf Industry Association

12th Edition

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30th - 31st October



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FROM THE DESK OF DIRECTOR GENERAL

Respected Members and Friends of the Golf Industry,

As we reflect on another transformative year in the golf and turf industry, I am proud of the resilience, innovation, and collaboration that continue to shape our shared journey. Our sector stands at an exciting juncture where tradition meets technology, sustainability drives decision-making, and the spirit of the game remains our guiding force.

In my view, the future of golf in India and across the region is incredibly promising. From the rapid development of world-class courses to the increasing interest in turf management best practices, our industry is evolving in ways that will make the sport more accessible, environmentally responsible, and economically impactful. But with this growth comes the responsibility to lead thoughtfully and inclusively.

It is in this spirit that I warmly invite each of you to the 12th Edition of the Golf & Turf Summit & Expo 2025, the flagship event of the Golf Industry Association. This highly anticipated gathering will take place on the 30th & 31st October 2025 in Hyderabad, bringing together course owners, turf managers, architects, industry suppliers, and policy influencers from across the country and beyond.

This year's theme "Driving Growth" promises a rich program of expert-led panels, product showcases, live demos, and invaluable networking opportunities. The summit continues to be a platform for learning, collaboration, and celebrating the achievements within our vibrant community.

Whether you're a long-time GIA member or newly engaged with our network, your presence and participation are vital. Let's come together to share knowledge, explore the latest trends, and shape a future where golf not only thrives but also leads by example in sustainability and innovation.

I look forward to welcoming you personally at the summit and continuing this exciting journey with all of you.

Sincerely,
Dr Himanshu Talwar
Director General



About Golf Industry Association (GIA)

It's a non-profit Industry Association registered under the Societies & Trust Act of India, formed by Golf Industry Groups.



Core Activities

- Promote Golf in India through researched information dissemination to all levels of government and the general public. The GIA will specifically develop a golf related research document each year to present to all levels of government and to promote this information through media outlets.
- Educate and inform its members by the offering of an annual conference, targeted training opportunities and professional Industry interaction.
- Assist to build and promote the Indian Golf industry by supporting the activities and aims of the Indian Golf Union, the Government of India Tourism Authority and other golf related groups through the running of an annual Golf Expo.

Why you should join GIA

- 1.Membership is open to all Golf related establishments / organizations including golf clubs as well as to individuals involved in an official capacity in the Indian Golf Industry.
- 2.This gives you a universal platform to co-ordinate and to interact with serious players in the Golf industry.
- 3.As a member you are entitled to avail of the services rendered by the Association such as expert advices on construction of Golf Courses, redesigning of courses, turf management, course maintenance, irrigation, etc.

GIA Membership Categories & Fees

- International Membership - \$500 (All Inclusive, No Voting Rights)
- Corporate Membership - ₹25,000/- + GST (Full Member Rights)
- GIA Greens Section (Active Golf Superintendents) - ₹1,000/- + GST (No Voting Rights)

Who Can Become a Member?

- Corporate Membership is open to all golf-related companies, establishments, and organizations, including golf clubs.
- International Membership is open to companies or representatives based outside India.
- GIA Greens Section Membership is exclusive to active golf course superintendents.



Note: Membership is restricted to those who agree to abide by the GOLF INDUSTRY ASSOCIATION Constitution and Code of Ethics. A full copy is available on the GIA website.

Join GIA today and become part of a growing network dedicated to the advancement of the golf industry!



GIA Board Members

Name	Designation
Mr Anirudha Seolekar	Patron & Chairperson
Mr Aakash Ohri	Patron
Mr Devang Shah	Patron
Mr Brandon de Souza	Patron
Mr Anit Mehrotra	Director
Ms Deepali Shah Gandhi	Patron & Director
Mr. Dharendra Jha	Director
Mr Ravi Garyali	Director
Mr. Rakesh Sharma	Director
Mr. Declan Mccollam	Director

 dg@golfindustryassociation.in
 www.golfindustryassociation.in

GIA Membership Benefits:

- Receive information about industry developments through GIA website and newsletter.
- Make contacts and network with other members – leaders in the industry.
- Receive invitations to zonal and national networking and educational programs featuring international and Indian experts.
- Receive a 15% discount on Exhibition space fees to the India Golf Expo – the industry's most important annual event.
- Gain access to presentations, articles and support information on our "Member's Only" area on the website.
- Receive one complimentary delegate pass to the India Golf Expo (For golf clubs who become corporate members) which includes the main conference, lunches, networking coffee breaks and hosted gala dinners.
- Post questions to members and get answers and insights to problems and queries through vast expertise of our members.
- Receive notices about international conferences and events.
- Vote at the annual India Golf Expo Awards.
- List your company on the GIA website & use the GIA Logo in email signatures & stationary

More Benefits

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GIA Account Details

- Account Name: Golf Industry Association
- Bank Name: Axis Bank Limited
- Branch: Bund garden, Pune
- Address of Branch: Ashoka Galaxy, Plot No 1, Galaxy Society, Dhole Patil Road, Bundgarden, Pune – 411001
- Account Type: Saving Account
- Account No: 911010034935000
- IFS Code: UTIB0000073
- Swift code for wire transfer bundgarden branch – AXISINBB073

Dr Himanshu Talwar
Director General
Golf Industry Association (GIA)
Phone: +91 93153 71716
Email: dg@golfindustryassociation.in
website: www.golfindustryassociation.in

CHAIRPERSON'S MESSAGE

Dear Members,

As we approach an exciting period for the golf and turf industry, I am pleased to share that preparations are well underway for the 12th Edition of the Golf & Turf Summit 2025, scheduled for 30th–31st October at Boulder Hills, Hyderabad. Over the years, this summit has grown into India's most significant platform for dialogue, innovation, and collaboration in our industry.

But beyond infrastructure and technology, our greater mission is clear: we must collectively grow the game of golf in India. Infrastructure and business will thrive only when participation deepens, when more people young and old see golf not as an exclusive sport but as an accessible, sustainable, and aspirational game. This requires us, as custodians of the industry, to drive innovation not only in turf and course management, but also in outreach, inclusivity, and grassroots engagement.

This year, the summit will spotlight sustainability, innovation, and growth the three pillars that will define the next chapter of golf infrastructure and turf management. From international keynote speakers to interactive panels and hands on GIA Greens Section workshops, it promises to be a powerful convergence of ideas and action. More importantly, it is a call to every member, stakeholder, and partner to use this forum to push forward initiatives that make golf more vibrant and future ready in India.

I urge all of you to participate actively, share knowledge, and network with industry leaders. Together, let us not only build courses and facilities, but also build the future of Indian golf stronger, greener, and more inclusive.

Warm regards,

Anirudha (Anil) Seolekar

Chairperson, GIA India



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CASE STUDY: TGOLF ALLIANCE— ENHANCING MEMBER EXPERIENCE AT BOULDER HILLS GOLF & COUNTRY CLUB

As the Operations & Maintenance (O&M) partner of Boulder Hills Golf & Country Club, the TGolf Alliance is not just maintaining the facility. We are nurturing a dynamic and inclusive golf ecosystem. By combining structured events, mentorship, and thoughtful engagement, we are elevating experiences for members, juniors, caddies, and field staff alike.



Monthly Sponsored Tournaments – Consistent Club Engagement

The club's Events & Contests calendar is lively and varied: CDM Cup, Members Open Cup, HSBC Golf Tournament, Business Today Golf Tournament, Women's Day Tournament, and Aditya Vantage Cup, among others. Under TGolf Alliance's stewardship, these serve as sponsored member events held every month, offering diverse formats and sponsor partnerships that keep the club vibrant and engaging.

Junior Player Development through Mentoring

Dedicated to the next generation, we host Junior Greens Challenge sessions—aligned with official tournaments like the Junior Greens Challenge 2025. Here, aspiring young golfers receive regular mentoring from club coaches, honing both skills and sportsmanship in a structured and supportive way.



Caddie Empowerment via Special Tournaments

One of our most heartening initiatives is the Caddies Clash event. This tournament shines a spotlight on caddies, giving them a competitive space of their own, recognition among members, and the camaraderie of the course outside their usual roles.

T9 Challenge – Golf League Format with a Twist

Building on the popularity of the T9 Challenge, TGolf Foundation stages a league-style event every year, inspired by cricket's IPL model. With 10+ member teams competing in a condensed 9-hole format, the T9 Challenge offers high-octane competitiveness, festival-like energy, and generous sponsor-backed awards—with an emphasis on teamwork and celebration.



Charity Events for Field-Staff Welfare

We blend sport with social responsibility by organizing charity-themed tournaments that involve members and channel proceeds toward field staff welfare. These events foster mutual appreciation and reinforce the club's commitment to everyone who keeps it running smoothly.

Best Practices & Strategic Insights

As the O&M partner, TGolf Alliance brings together every aspect and dimension to deliver enriching experiences for members:

- **Regular Engagement:** Monthly tournaments like Members Open Cup and Women's Day Tournament ensure sustained member participation.
- **Inclusive Design:** Initiatives for juniors (Junior Greens Challenge) and caddies (Caddies Clash) make all stakeholders feel valued.
- **Elevating BHGCC for Hyderabad Golfing Fraternity:** Carving the Boulder Hills Golf & Country Club as a truly world-class golfing destination with features such as a floodlit driving range, professional coaching facilities, and engaging golf clinics for enthusiasts, creating an exceptional experience for members and visitors alike.
- **Event Innovation:** The IPL-inspired T9 Challenge adds fun, rivalry, and spectacle to golf.
- **Community-Driven Impact:** Charity-focused golf events bring social purpose into the sporting calendar.
- **Sponsor Synergy:** Collaboration with sponsors for events such as the HSBC Golf Tournament and Aditya Vantage Cup elevates the experience without burdening infrastructure.

At Boulder Hills Golf & Country Club, TGolf Alliance is setting a new benchmark for what a golf club community can be in India. Beyond delivering O&M services, we are building a vibrant, inclusive, and socially responsible golfing ecosystem—one that inspires members, nurtures talent, and strengthens the very fabric of the sport.

Dr. NRN Reddy

President & CEO – T Golf Alliance



STRATEGIC PLANNING: THE KEY TO SUSTAINABLE GOLF CLUB GROWTH

At a time when golf clubs across India are seeing a growth in round numbers and participation rates it is vital that all clubs ask the question "Is our Strategic Planning in Line with our Business"?

Golf is a business and operating a golf club on a daily basis should be treated as a business. In all too many cases this is not the case and clubs find themselves without a 3 or 5 Year Strategic Plan or Vision Statement to move forward in a positive manner.

Most golf clubs across the globe are now going to a Board of Directors set up with a minimum tenure of 3-5 years to oversee the club, rather than an annual committee run organization.



Why is the Board model more beneficial to a club rather than the Committee model?

Firstly, as a rule the tenure of a Board is 3 – 5 years. Most Committees are only 1 year. If a Board is in place a Strategic Plan can be developed and passed by the membership and then implemented by the Board via the operational teams on the ground.

Each year the Strategic Plan can have a year added to it therefore making the plan a 5 year plan at all times. This gives the club a professional and structured direction and financial stability, whereby the club can forecast their revenue income, annual year ending financial position and Capital Expenditure for each fiscal year. All of this becomes part of the clubs Strategic Plan and creates stability and continuity in the operational processes relating to operating a golf club successfully.

The NGF (National Golf Foundation) in the US released information in January of this year stating that more than 70% of committee run clubs had changed their model to a Board managed operation to deliver better outcomes for the club and its membership. The transition from a Committee run club to a Board run organization takes a lot of planning and commitment from the members to ensure a smooth transition.

The development of a Strategic Plan and the approval from the membership normally takes another 3-4 months once the club moves to a board set up and the Board have a Vision. Governance forms a large part of the success of the Board at a golf club and as such the Board must understand how Governance works and ensure all Board members follow the protocols associated with the Governance and Compliance of the club in line with the Constitution.

Its time clubs looked more at their operations as a business and not just a recreational hub for its members.

Declan McCollam

General Manager
Prestige Golfshire Club





GIA GREENKEEPING EXCELLENCE SEMINAR – JULY 2025

The Greenkeeping Excellence Seminar brought together golf course superintendents, turf managers, general managers, and greenkeeping professionals from across India for an intensive learning and exchange experience. Organized by the Golf Industry Association (GIA), and powered by Rain Bird & SGDC India, this seminar was focused on advancing course standards and sustainable maintenance practices.

- **Date:** Wednesday, 23rd July 2025
- **Time:** 10:30 AM onwards
- **Location:** Qutab Golf Club, New Delhi

Key Topics Covered

- **Mastering Communication** A Superintendent's most powerful tool for team coordination and course success.
- **Technology + Planning = ROI** How data-driven decisions and modern systems lead to operational efficiency.
- **Sustainable Irrigation Practices** Smart water management for long-term course performance and savings.



Why It Mattered

- Expert-led discussions
- Hands-on insights from the field
- Real-world examples and cost-saving strategies
- A platform to connect, collaborate, and grow together

This event reflected GIA's ongoing commitment to elevate Indian golf infrastructure and empower turf professionals with knowledge, innovation, and community.

Beyond Birdies & Bogeys – Managing Member Expectations in the Age of Conscious Golf

When I had the opportunity to join Karma Lakelands as Director of Golf, I brought with me over 30 years of golf club leadership experience in England. What excited me most wasn't just the chance to work at a premier destination – it was the vision. Karma Lakelands wasn't simply another golf club; it was redefining what golf could mean in the 21st century – especially in a country where the sport is still expanding its roots.



Back in England, I had the privilege of managing traditional clubs steeped in history. There, success was often measured in handicaps and hospitality. But at Karma Lakelands, I saw a broader mission – to integrate golf with wellness, sustainability, and community. It was a bold shift, and I knew I wanted to be part of it.

Golf in India is evolving – and fast. Today, it's not enough to offer a well-manicured course, a fine restaurant, and a few annual tournaments. Members – whether seasoned players or newcomers – are seeking something more meaningful. They want experiences that reflect their lifestyle, align with their values, and offer a sense of true belonging.

Managing member expectations starts with clear, consistent communication. From course maintenance updates to our sustainability goals and membership changes, we speak openly and honestly. When members understand the why behind our decisions, they don't just accept them – they support them.

Our food menus feature organic, locally grown produce. Our eco-friendly carts and scenic nature trails allow members to reconnect with nature – and themselves – without ever leaving the club.

Membership at Karma Lakelands goes far beyond tee times. From corporate gatherings and family picnics to yoga on the greens and early morning birdwatching, our offerings create moments of connection and inclusion. This is not just a club. It's a vibrant, living community.

While many clubs talk about sustainability, we've made it our foundation. Through water conservation, zero-chemical landscaping, biodiversity restoration, and the planting of thousands of trees, we're building a greener future – one fairway at a time. Our members aren't just golfers; they're environmental stewards. And that's something they take deep pride in.

Our 9-hole eco-friendly course – plus a unique bonus "signature" hole shaped like the map of Bharat – offers a golfing experience unlike any other. This special hole has no number. It's a reminder that golf here isn't only about scores – it's about moments, memories, and meaning.

Managing member expectations today means more than expanding amenities – it means aligning with member values. Clubs that embrace inclusivity, wellness, transparency, and sustainability won't just retain members. They'll foster loyal, purpose-driven communities that people are proud to belong to.

At Karma Lakelands, golf is played on more than a scorecard. It's played in every honest conversation, every breath of clean air, every tree planted, and every smile that lingers long after the round ends. Because in the age of conscious golf, satisfaction is measured not just in strokes – but in the sense of home members feel when they're here.

I'm honoured to call Karma Lakelands – and India – my home. The warmth and generosity I've experienced from the owners and our members has been truly humbling. It's a privilege to be part of a community that beautifully blends family values with sustainability – where golf is not just a sport, but a lifestyle rooted in purpose and connection.

Julian Haworth

Director Of Golf – Karma Lakelands



CLUBHOUSE MANAGEMENT IN INDIA

Golf clubhouse management in India, from the historic greens of the Kodaikanal Golf Club to the contemporary fairways of the Delhi Golf Club, reflects a dynamic blend of operational precision, hospitality excellence, and environmental responsibility. Guided by our experts' perspective, this approach integrates efficiency, member satisfaction, and sustainability to elevate the standards of clubhouses nationwide.

Operational efficiency forms the foundation of modern clubhouse management. Digital booking platforms enable seamless tee-time reservations, member communications, billing, and event sign-ups, creating a frictionless experience for members and staff alike. Food and

beverage services remain a cornerstone of member engagement, with emphasis on quality, locally sourced produce, and sustainable service models. Clubs such as Karma Lakelands in Gurugram exemplify this through on-site farming, eco-friendly service ware, and initiatives that reduce carbon footprints. Smart forecasting, digital ordering, and composting further minimize waste while maintaining high service standards.



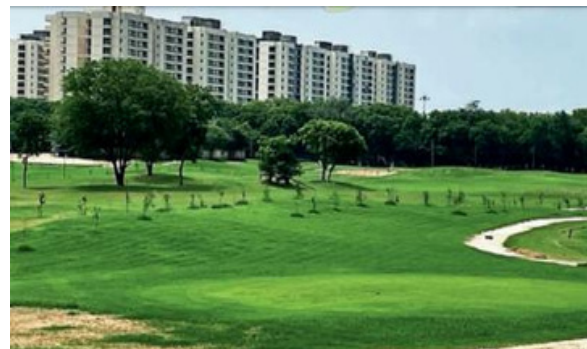
Source: <https://www.golftripz.com/golf-course/cial-golf-country-club>

effluent water irrigation supported by weather and soil monitoring to optimize usage. Waste segregation and composting practices ensure responsible disposal, while biodiversity integration—such as planting native species—enhances ecological value. Notably, the Cochin International Airport Limited Golf Club has introduced cage aquaculture in its water bodies, combining environmental stewardship with innovative revenue generation. These initiatives highlight the sector's ability to merge tradition with progressive environmental thinking, reinforcing India's position in global golfing sustainability conversations.

Thus, the future of golf clubhouse management in India lies in harmonizing operational efficiency, elevated member experiences, and a steadfast commitment to environmental stewardship. By adopting forward-thinking practices—ranging from digital integration and service innovation to sustainable resource management—Indian clubhouses can redefine hospitality standards while preserving the cultural and ecological richness that underpins the sport. With this vision, clubhouses have the opportunity to not only serve as the social and functional core of golf facilities but also as exemplars of how tradition and modernity can coexist to create enduring value for members, communities, and the environment.

Rakesh Sharma

Managing Director at AG Horizon Pvt. Ltd.



Source: <https://timesofindia.indiatimes.com/city/delhi/dwarka-golf-course-to-partly-open-by-year-end/articleshow/9049642.cms>

Event planning is equally significant, with golf clubs hosting tournaments, corporate outings, and social gatherings. Integrated systems that streamline scheduling and personalize outreach help build stronger member relationships and foster a sense of community. The clubhouse environment itself—featuring lounges, dining spaces, wellness areas, and accommodation—requires meticulous upkeep, well-trained staff, and attention to hygiene and comfort to sustain member loyalty.

Sustainability is emerging as a defining pillar in Indian golf clubhouse management. The Karnataka Golf Association has implemented treated



NEW PROJECT UPDATES

ROYAL CALCUTTA GOLF CLUB UPGRADATION PROJECT

Royal Calcutta Golf Club has appointed SGDC India as the principal contractor for their Golf Club's upgradation project. This significant enhancement will include the installation of a state-of-the-art Rainbird irrigation system, the creation of new Tees and Bunkers, Modernised Underground Drainage system, to improve the overall playability of the course.

In addition, the project will emphasize efficient water management to ensure sustainability and environmental responsibility. The upgradation will be guided by principal consultant Nandan Heblikar, whose expertise will ensure that every element of the renovation meets the highest standards.

With SGDC India at the helm, the Royal Calcutta Golf Club is poised to offer an enhanced golfing experience while maintaining its legacy as one of India's premier golf courses.

RAIN BIRD®

PITCH AND PUTT IN INDIA: A BIG OPPORTUNITY IN A SMALL FORMAT

Golf in India is evolving rapidly. While traditional 18-hole courses will always hold their place, a new star is emerging: Pitch and Putt. This short-format version of golf, with holes between 50 and 100 yards, offers everything people love about the game, but in a quicker, more accessible and far more affordable package.

And here's the real game-changer: India is now stepping onto the global Pitch and Putt stage, with plans to develop the sport across the country and connect it with international tournaments. Add to that a packed calendar of events scheduled right here, and you have an investment opportunity that's hard to ignore.



Why Pitch and Putt Works for Investors

A traditional 18-hole course in India can consume over 100 acres of land, require huge capital and demand constant high-cost maintenance. Pitch and Putt flips that equation, you can create a stunning course on just 7-10 acres, drastically cutting land, water and upkeep costs while still delivering a premium golf experience.

Players love it because they can complete a round in just 75-90 minutes, which means more players per day for you and higher daily revenue.

Opening Golf's Doors to More People

One of the biggest hurdles for golf in India has always been accessibility – both in cost and confidence. Pitch and Putt changes that. It's:

- Welcoming for beginners who might be intimidated by long courses.
- Perfect for families, with all ages able to play together.
- Time-friendly for professionals and students with busy schedules.
- A serious practice ground for seasoned golfers looking to sharpen their short game.
- This variety means a steady stream of first-time visitors and loyal regulars.

Investors and venue partners can benefit from:

- Complete project guidance—from design to day-to-day operations.
- Links to global golf networks, giving your course official status and tournament hosting rights.
- Access to international events, bringing top-tier competitions to India.
- Training programs for coaches, referees and staff.
- Marketing support to promote your facility locally and abroad.



India in the International Spotlight

The momentum is already building. Recent PAR 3 Masters tournaments across various cities in India have attracted significant attention from the golfing community and the media. With more international events planned, host venues can expect to welcome world-class players, draw global attention, boost tourism and gain instant prestige.

Why Now Is the Time

With the sport gaining international momentum, India's leisure market booming, and global events on the horizon, this is a rare moment where business potential meets sporting legacy. Early investors in Pitch and Putt won't just see financial returns but they'll help shape the future of golf in the region.

Together, we can put India and your course at the heart of the Pitch and Putt revolution.

Munish Arora

Founder Par 3 Masters and Managing Director, Can And Able Entertainment Pvt. Ltd.



BEYOND THE SUMMIT: GOLFING, GOURMET & GRANDEUR IN HYDERABAD

The Golf Industry Summit 2025 is set to take place on 30th–31st October at the iconic Boulder Hills Golf Club, Hyderabad. This much-awaited gathering of industry leaders, players, and enthusiasts offers more than just two days of networking and insights—it is also an invitation to discover the charm, culture, and experiences that the City of Nizams has to offer. For participants, this summit presents the perfect opportunity to blend business with leisure and transform the trip into a memorable golfing vacation.

Golf in Hyderabad: More Than Just a Summit

While Boulder Hills Golf Club sets the stage for the summit, Hyderabad's golfing landscape extends well beyond.



The city boasts a number of exceptional courses such as the Hyderabad Golf Club, located in the shadow of the historic Golconda Fort, or the Army Golf Course with its lush fairways and serene surroundings. Extending your stay by a few days allows you to experience the diversity of many courses such as Vooty, etc. Each one offers a unique test of skill, scenic charm, and a new perspective on the city. For golf enthusiasts, Hyderabad is more than just a stopover; it is an emerging destination where modern fairways meet a royal legacy.

A Culinary Capital: The Flavours of Hyderabad

No visit to Hyderabad is complete without indulging in its celebrated culinary heritage. Known globally for its fragrant Hyderabadi Biryani, the city is a food lover's paradise where tradition meets innovation. Visitors can embark on a gastronomic trail featuring kebabs infused with royal recipes, rich haleem, and melt-in-the-mouth sweets like double ka meetha. From bustling street food stalls in Charminar's bylanes to fine dining experiences curated in five-star hotels, Hyderabad's culinary offerings promise to satisfy every palate. For summit participants, evenings after the greens could very well become an exploration of the city's unforgettable flavors.

Lights, Camera, Hyderabad: A Cinematic Experience

Hyderabad is also home to the world-famous Ramoji Film City, the largest integrated film studio complex in the world. Just a short drive from the summit venue, it offers participants a chance to step into the magical world of cinema. Visitors can take a guided tour through sprawling sets, experience behind-the-scenes glimpses of movie-making, and even indulge in live entertainment shows. Combining this cinematic adventure with the summit schedule makes for an extraordinary blend of professional networking and leisure, adding a touch of Bollywood glamour to the golfing getaway.

A Royal Exit: The Falaknuma Experience

To conclude the Hyderabad journey on a truly unforgettable note, nothing matches a stay at the Taj Falaknuma Palace. Once the residence of the Nizam, this opulent palace hotel is perched 2,000 feet above the city, offering sweeping views and an ambiance steeped in history. Guests are transported back to an era of grandeur, with Venetian chandeliers, royal dining halls, and lush courtyards. Ending your visit here ensures that your Hyderabad golfing vacation concludes not just with memories of business and sport, but with a taste of regal hospitality that few destinations can match.

Hyderabad: A City of Pearls, Golf, and Grandeur

The Golf Industry Summit at Boulder Hills is more than an industry event—it is the gateway to discovering Hyderabad in all its richness. From teeing off at world-class golf courses to savoring culinary treasures, from exploring the cinematic wonder of Ramoji Film City to bidding farewell in royal splendor at Falaknuma Palace, Hyderabad promises an experience as layered and dazzling as its famed pearls.

This October, as the India golf industry converges in the City of Nizams, let the summit be just the beginning of your journey into Hyderabad's greens, cuisines, cultures, and royal legacies.

Arun Iyer, Managing Director, My Golf Tours

(A renowned and award-winning golf vacation company from India)



ULTIMATE LONG DRIVE, INC. ANNOUNCES EXCLUSIVE TERRITORIAL LICENSE AGREEMENT WITH TEETIME VENTURES TO BRING PROVEN LONG DRIVE CHAMPIONSHIP FORMAT TO INDIA

Bengaluru, India – August 13, 2025 – Ultimate Long Drive, Inc. (ULD™), the world's largest long drive golf organization, today announced it has entered into an exclusive territorial license agreement with TeeTime Ventures, India's leading provider of indoor and outdoor golfing, gaming, multi-sport, and recreation solutions. Under the agreement, TeeTime Ventures will leverage ULD's established USA League and Championship Series format to introduce and expand long drive golf competitions across India, fostering grassroots opportunities for aspiring athletes and golfers of all ages and abilities.



This partnership marks a significant milestone in ULD's global expansion strategy, building on its successful sanctioning of events in countries including Canada, Japan, Europe, Mexico, South Africa, and Zimbabwe. With a proven track record since its inception in 2017 (originally as Amateur Long Drive™), ULD has grown to host competitions across professional, amateur, valor, and adaptive divisions, crowning champions in categories ranging from youth (7U) to seniors (85+). The organization's North American Tour and international events have engaged thousands of participants annually, emphasizing inclusivity and high-level competition.

TeeTime Ventures, founded by Hari Natarajan in 2014 and headquartered in Bengaluru, brings extensive expertise in golf simulation and recreational infrastructure. The company has completed over 80 installations of indoor golf and multi-sport facilities across India and Sri Lanka, including its own studios like Golfer's Edge Bengaluru and Golfer's Edge Chennai.

Known for innovative solutions such as AI-powered golf simulators like the ProTee VX, Tee Time Ventures is poised to integrate ULD's dynamic long drive format into its ecosystem, creating new avenues for golf enthusiasts, corporate events, and community-based tournaments.

Hari Natarajan, Founder of TeeTime Ventures & Co-founder of Golfer's Edge added, "This collaboration aligns perfectly with our mission to revolutionize golf and multi-sport experiences in India. By adopting ULD's renowned format, we can offer authentic, high-energy competitions that blend our cutting-edge indoor and outdoor solutions with the thrill of long drive.

Bharath Arvind, Head of Marketing- TeeTime Ventures & Co-founder of Golfer's Edge added, "We're excited to launch leagues and championships that will inspire a new generation of athletes and enhance the golfing landscape in the country. We will also be introducing the ULD Academy to India to help further train athletes for speed required for long drive competitions."

"We are thrilled to partner with TeeTime Ventures to bring the excitement of long drive golf to India, a market with immense potential for growth in recreational and competitive sports," said Jeff Gilder, Founder & CEO of Ultimate Long Drive, Inc. "Our championship series format has proven successful in building vibrant leagues and events worldwide, and this exclusive agreement will empower TeeTime Ventures to replicate that success, making long drive accessible to players from beginners to professionals."

The agreement will enable TeeTime Ventures to organize licensed ULD events, including local qualifiers, regional tours, and national championships, utilizing ULD's competition guidelines, resources, and world ranking points system. Participants will have opportunities to qualify for international ULD events, further connecting India's long drive community to the global stage. The first set of league events are likely to begin this year.

Hari Natarajan
Co-Founder and CEO, TeeTime Ventures



ENHANCING PLAYABILITY AND SUSTAINABILITY

This article examines the emerging trends influencing golf course design, analysing their significance and outlining strategies for effective implementation.

Playability-focused Design:

Playability is at the heart of every successful golf course. Players seek courses that offer a balance of challenge and enjoyment, catering to a wide range of skill levels.



2.Strategic Bunkering:

Thoughtful placement of bunkers can create strategic challenges without overly penalizing errant shots, promoting strategic thinking and enhancing the overall playing experience.

3.Flexible Course Routing:

Designing courses with flexible routing options enables clubs to adjust layouts for tournaments, events, or maintenance without sacrificing playability or aesthetic appeal.

To enhance playability, designers are embracing several key trends:

Multiple Tee Boxes:

Incorporating multiple tee boxes of varying lengths allows players to choose the level of challenge that suits their skill level, enhancing inclusivity and enjoyment for all.

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Sustainable Design Practices:

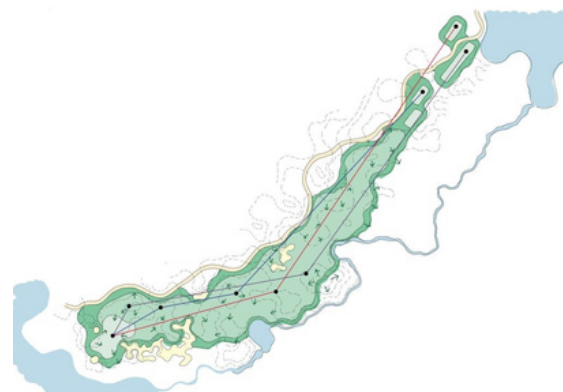
Sustainability has become a cornerstone of modern golf course design, driven by growing environmental awareness and the need to conserve natural resources. Incorporating sustainable practices not only minimizes environmental impact but also reduces operating costs and enhances the long-term viability of golf courses. Key trends in sustainable design include:

1. Water

Conservation: Implementing water-efficient irrigation systems, incorporating drought-resistant grasses, and utilizing recycled water sources help minimize water usage and protect precious resources.

2. Native

Landscaping: Incorporating native vegetation not only enhances the natural beauty of the course but also reduces the need for excessive maintenance, pesticides, and fertilizers, creating healthier ecosystems.



3. Renewable

Energy Integration: Embracing renewable energy technologies such as solar panels and wind turbines can help golf courses reduce their carbon footprint and lower energy costs while promoting sustainability.

Conduct Comprehensive Site Analysis:

Before beginning the design process, conduct a thorough site analysis to identify natural features, environmental constraints, and opportunities for sustainable design integration.

1. Engage Stakeholders:

Involve golfers, club members, and local communities in the design process to gather input, build consensus, and ensure that the final design meets the needs and expectations of all stakeholders.

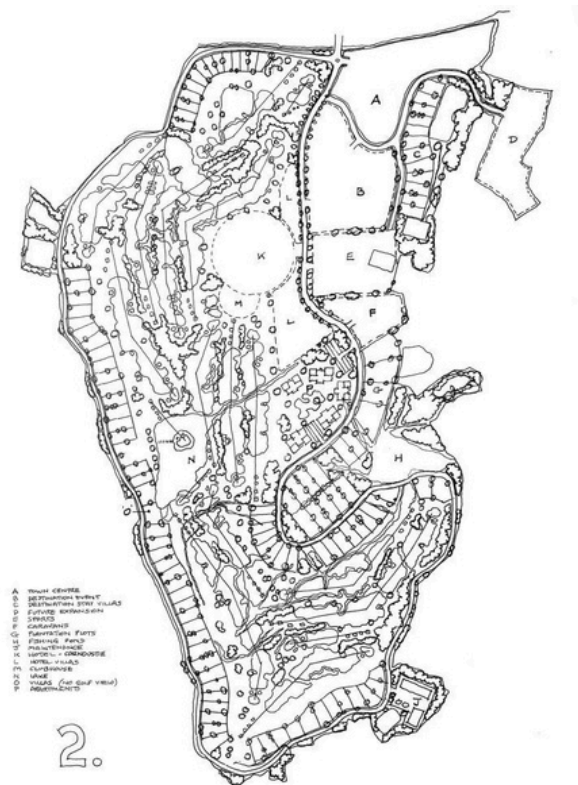
2. Embrace Innovation:

Stay abreast of the latest advancements in golf course technology, sustainable practices, and design trends, and be willing to embrace innovative solutions that enhance playability and sustainability.

3. Prioritize Long-Term Sustainability:

Design with the future in mind, incorporating features and practices that promote resilience, resource efficiency, and environmental stewardship for generations to come.

Innovative trends in golf course design are revolutionizing the way we approach the game, placing a renewed emphasis on playability, sustainability, and environmental stewardship. By embracing these trends and implementing them thoughtfully, golf course architects and stakeholders can create spaces that not only challenge and inspire players but also respect and protect the natural world. As the golf industry continues to evolve, it is essential to embrace innovation and sustainability to ensure the long-term success and enjoyment of the game.



Aashish Vaishnava & Jon Hunt
(Golf Course Architects)





NEW DELIVERY UPDATES

PRESTIGE GOLFSHIRE BENGALURU

A NEW GOLF CART FLEET

Prestige Golfshire, Bengaluru's premier golfing destination nestled at the foot of Nandi Hills, has taken a significant stride in enhancing its member and guest experience. The club recently announced the addition of 99 brand-new E-Z-GO golf carts to its fleet—marking one of the largest golf cart upgrades at a single property in India.

This strategic acquisition includes a mix of two-seater and four-seater passenger carts along with a range of utility carts, ensuring seamless mobility for players, support staff, and operations across the award-winning championship course.

Known for its impeccable landscaping and luxury-driven amenities, Prestige Golfshire has consistently set benchmarks in the Indian golf hospitality space. With this move, the club underscores its commitment to sustainability, efficiency, and top-tier service—hallmarks of the Prestige Group ethos.

The decision to opt for E-Z-GO, one of the most trusted names in electric and utility vehicles globally, reflects Golfshire's vision to adopt eco-conscious, low-maintenance transport solutions that also deliver on comfort and durability.

As golf in India gains greater traction across elite and aspiring circles, infrastructure plays a pivotal role in defining player satisfaction. Prestige Golfshire's latest addition further reinforces its status as a beacon of golfing excellence—not just in Bengaluru, but across South Asia.



AN ARGUMENT FOR INDOOR GOLF

While Five Iron Golf India is considered a newcomer to the Indian golf scene, it remains committed to growing the game of golf throughout India which is challenged by limited access. With a population of approximately 1.6 billion people industry sources would estimate there are fewer than 270 golf courses open and operating in India of which approximately half are controlled by the military. For those of us who are passionate about the sport and want to play and improve our game we are more likely than not to have been granted access to the game through the military, family or have the financial resources to learn, practice and play the game at a public or private golf course. Five Iron Golf India sees all of this changing around the world as it continues to grow its global network of indoor urban golf studios made famous in New York City. By reducing or eliminating some of the more commonly known barriers of entry that cause the sport to be so cost prohibitive, Five Iron Golf India thinks it can greatly expand the level of participation in the game of golf, particularly in a nascent market such as India by offering a high technology alternative.



Five Iron Golf India continues to encourage the broader golf market in India to grow the game of golf through social media and other channels as a "life sport" that can be learned, practiced and played worldwide at all ages. As a life sport the game of golf provides so many benefits particularly for our youth looking to be active in a sport that is played by individuals and teams alike around the globe. Golf instills integrity, structure, discipline, focus and determination similar to other sports yet it does not discriminate based on athletic ability, body size or type, strength, age or gender. It wasn't too long ago that golf by and large was learned, practiced and played exclusively on 50+ hectare pieces of manicured property along with other facilities that price prospective participants out of the market. This is no longer the case with modern indoor concepts and hi-technology changing how golf is learned, practiced and played around the world. Inviting new participants to the sport without requiring them to make a sizeable upfront investment in a membership or on expensive equipment is appealing to the new urban golfer. With indoor golf you can literally walk right in and play. Most indoor golf concepts also provide some level of instruction, access to league play, events and/or entertainment all in a weather-controlled environment. Indoor urban golf is also a more time efficient alternative to on-grass outlets and scheduling a game is easier whether during the day or night. Making golf more accessible and less costly to the consumer should be in the best interest of all industry participants.

The traditional championship golf course, related facilities and operations are both real estate and capital-intensive endeavors that require constant maintenance and regular capital infusions in order to stay competitive. Whether the golf course property is a public or private venue, the towns people or membership are expected on a regular basis to pay additional taxes or capital contributions respectively to maintain the town amenity or membership club. With the help of technology and in particular Trackman Technology, bringing a life-like simulated experience of the game of golf to the retail consumer at or near where they live and work at a dramatically reduced cost, the cost of golf becomes infinitely more attractive and affordable.

In our view golf is growing in India simply because of the nascent nature of the market and the limited access the general public has to golf in most of the urban areas. Coming from a mature golf market based in metropolitan New York indoor golf has taken off. In New York Five Iron Golf has been credited with creating a unique consumer, the Urban Golfer who learns, practices, plays and participates in leagues and other social activities indoors from Monday to Thursday and go to the beach, ski mountain or travels on weekends with no golf in mind.

By way of comparison, the metropolitan area of New York is somewhat comparable to the Delhi NCR region in land area however not in population. Yet, the metro region of New York alone boasts as many as 400 public and private golf courses providing significant access to golf.

Approximately 150 of these outlets are open to the public and would be categorized as Daily Fee type courses. The balance are private and are extremely cost prohibitive and difficult to join similar to those that are considered private membership outlets in the Delhi area. By contrast the Delhi NCR area has approximately 12 public and private venues for golf all of which have limited access making the argument for indoor golf as an alternative to green grass or at a minimum a supplement to the green grass experience. In metropolitan New York with all of the green grass options indoor golf continues to demonstrate growth from the central business districts and slightly beyond.

Indoor golf delivers data driven results with the proper technology, coaching and opportunity to play a plethora of championship golf courses around the globe at any time, day or night, provides a quality and often expeditious on-ramp to both learning and practicing the game of golf for all to enjoy.



Gregg Hayden
Chairman, Five Iron Golf India



SUB BUILDING PROFITABILITY IN INDIA'S GOLF INDUSTRY

The golf industry in India today stands at a crossroads. Many owners say profitability is difficult, and they are not wrong. High land values, heavy maintenance expenses, and limited player volumes have made it a tough business. But the real question is does it have to remain this way? The answer is no.

Globally, golf is not just a sport; it is a thriving industry that supports tourism, hospitality, real estate, and employment. India has all the raw ingredients land, weather, and above all,



immense talent. What is missing in many cases is the application of the right professional management practices. Courses that continue to depend only on green fees or memberships will struggle. But those who diversify into academies, corporate outings, junior development, leisure events, and smart hospitality models are already seeing revenue growth.

This industry needs leaders who think beyond the fairways who can position golf as a lifestyle, a community, and a business platform. With structured planning, technology-driven operations, and Indian talent being nurtured, courses can not only survive but thrive.

The potential is waiting. With the right strategy, golf in India can turn into a profitable, sustainable industry. The time to act is now.

Nooralla Patel

General Manager

Clover Greens Golf Course and Resort



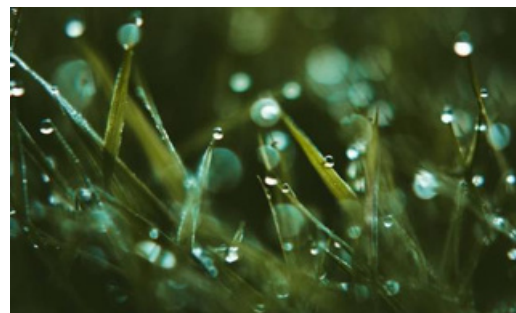
UNLOCKING BETTER WATER USE WITH SOIL SURFACTANTS

GUEST ARTICLE

What Are Surfactants?

Surfactants are all around us. You'll find them in everyday products like detergents, shampoos, toothpaste, cosmetics, shaving foam, and fabric softeners. Their main job? Helping liquids spread more easily by improving their wetting ability.

Technically speaking, surfactants are compounds that reduce surface tension between liquids, or between a liquid and a solid or gas. They're made up of two parts:



Surfactants in Soil

In dry or water-repellent soils, a curative surfactant like Aquatrols Aqueduct can make a big difference. Here's how:

- The hydrophobic tail binds to dry soil particles.
- The hydrophilic head connects with water.

This creates a bridge that helps rewet the soil more evenly across the profile. Other surfactants, often used in ongoing turfgrass maintenance programmes, work in a similar way.

They help manage water movement through the soil – either by improving moisture retention in the upper layers or encouraging water to move more quickly to deeper zones. This targeted control helps optimise turf conditions and overall surface performance.



When cohesion is strong, water "beads up" on surfaces rather than spreading out.

So Where Do Surfactants Come In?

Soil surfactants reduce this cohesive force, lowering the surface tension. This helps water break out of droplets and spread more evenly.

There's another key force at play too – adhesion, which is the attraction between water molecules and other surfaces. When adhesive forces are strong, water tends to spread out instead of forming droplets.

Soil surfactants work by increasing these adhesive forces, helping water move across and into the soil more effectively. In short:

The Science of Water

Water, known by its chemical formula H_2O , is made up of two hydrogen atoms bonded to one oxygen atom. Each water molecule has 10 protons (positively charged) and 10 electrons (negatively charged), which means the molecule is electrically neutral overall.

Water is a polar molecule, meaning it has an uneven distribution of electrical charge:

- Hydrogen side carries a slight positive charge.
- Oxygen end is slightly negative.

Because of this polarity, water molecules are naturally attracted to each other. This attraction creates cohesion, the force that pulls water molecules together. It's why water forms droplets and why those droplets tend to hold their shape – thanks to surface tension.

Surfactants change how water behaves – making it less likely to bead up and more likely to spread, soak, and get where it's needed.

Key Water Forces

- **Surface Tension** – Water will bead.
- **Cohesion** – Water will stick to itself.
- **Adhesion** – Water will stick to a solid.
- **Gravity** – Water will move downwards.

Understanding Soil Surfactant Chemistry in Turf Products
Reliable, proven turfgrass products usually contain either a single type of surfactant chemistry or a blend of different types. For example:

- Aquatrols Fifty90 – straight block co-polymer.
- Revolution – modified block co-polymer.
- Dispatch – straight block co-polymer with an APG (alkyl

polyglucoside) blend.

It's not just about the type of chemistry — the chain length of the molecules also plays a big role.

- Longer chains can mean longer-lasting effects.
- Shorter chains may break down more quickly.

Another key factor is the concentration of active ingredients in the final product. More chemistry generally means a higher percentage of active material, which often translates to better performance and cost-effectiveness over time.



Figuring out exactly what kind of chemistry is in a soil surfactant isn't always easy. Product labels don't always provide full transparency. However, the Safety Data Sheet (SDS) can be a valuable source of extra detail — especially if you're trying to compare products or understand what you're putting into your turf system.

The Role of Water in Turfgrass

Water plays a crucial role in almost every function within turfgrass. Without it, the plant simply can't grow or thrive. Here's how water supports turf at different stages:

- Germination: Water allows the seed to swell, kickstarting the chemical reactions needed for the seed embryo to begin growing.
- Photosynthesis: Water provides the hydrogen ions and electrons needed to drive this energy-producing process.
- Transpiration: Water movement through the plant helps with photosynthesis, carries mineral nutrients, cools the leaves, and keeps cells turgid — essential for maintaining structure and strength.
- Nutrient uptake: Water is the medium that transports nutrients from the soil into the plant through the root system.

Effectively managing the interaction between soil, water, and plant is key to healthy turf. Using the right soil surfactant for the situation helps optimize this relationship. It can:

- Improve irrigation efficiency.
- Reduce water waste.
- Lower energy use.
- Support better turf surface performance.

Aquatrols Mission

At Aquatrols, we're dedicated to developing innovative solutions that improve soil and plant health across turf systems. Our mission is rooted in a deep commitment to responsible water management — helping turf professionals use water more efficiently while supporting the long-term sustainability of our environment.

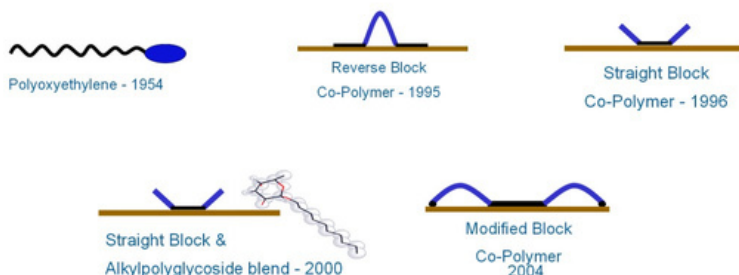
To learn more, reach out to your local Aquatrols Account Manager.

Most Widely Used Turfgrass Soil Surfactant Chemistries



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