
First four potential locations of fight night events:

Delhi
Chandigarh
Mumbai
Bangalore

Locations could be subject to change depending on logistics, availability of fighters, sponsorship and broadcaster input. The potential to do smaller events to bring through fresh talent is there too.

Vision statement:

To build a premier professional promotional boxing company which will host India's best boxers with top level international experience from the Olympic Games, World Championships, Commonwealth Games and Asian Games. The platform will be in India and viewership over terrestrial television, PPV, International streaming sites and OTT platforms. The long-term aim will be to host international calibre boxers and World Championship bouts. A percentage of company revenue will be directed to helping struggling amateur talent and children from poor communities with the best training facilities. With Parm's relationship with Top Rank, Indian fighters aired on ESPN is a strong possibility.

Keeping kids in the boxing gym and off the streets is also a good way of keeping them away from harmful drink, drugs and gambling addictions. With 500 million boxing fans around the world, 500 million mobile users in India (2025 peak growth expected to be 700 million). The potential to grow and promote India's first professional male and female World Champion is there. The lucrative revenue blueprint as shown in the UK and USA can only be replicated with a solid commitment in producing major and small events. DAZN is a major sports streamer and their monthly subscription in India of Rs 69 per month is indicative of the growing potential of India as a major sports hub.

Potential bouts and formation:

Main event:

Hughie Fury vs Michael Hunter (10 x 3 rounds heavyweight)

or Ryan Garcia vs Rolando Romero (10 x 3 rounds)

Celebrity co-main event:

Virat Kohli vs Salman Khan (3 x 2 rounds)

Co-main event:

Vijender Singh vs TBC (WBC or IBF India Super Middleweight Championship) x 8 rounds

Undercard:

Nikhat Zareen vs TBC (4 x 2 rounds)

Amit Panghal vs TBC (4 x 3 rounds)

Pooja Rani vs TBC (4 x 2 rounds)

Pawan Goyat vs Sachin Nautiyal (6 x 3 rounds)

Suman Kumari vs Asha Roka (4 x 2 rounds)

Pawan Maan vs Dylan Cheema UK (6 x 3 rounds)

Potential to convince MC Mary Kom and Olympian bronze medalist Lovlina Borgohain to participate.

Funding sought and applicable expenses:

Bearing in mind the affects the Covid-19 pandemic has caused around the globe, the plan is to target and spend a responsible INR 10 crores for major events and INR 2 crore for smaller events. The main event will feature top boxers from around the world. Vijender Singh is still a major draw. In a non-fighting role, he will be aiding the promotion in an ambassadorial role where his fees will be considerably less.

Expenses (INR):

Delhi Aerocity Hotel venue: 5 lakhs or free

Undercard boxers fight purse: 40 lakhs

Press conferences: 5 lakhs

Television and streaming crew: 20 lakhs

IBC fees: Rs 40,000

WBC fees: 5 lakhs

Boxers kits: 20 lakhs

Fight night setup: 20 lakhs

Media advertising: 10 lakhs

Hotels and transportation: 20 lakhs

Food hospitality: 10 lakhs
Adhoc expenses: 12.5 lakhs

The plan is to source Rs 100-200 crores or GBP 4,000,000 for the first year of operating which includes 4 events.

Streaming Partner: FITE TV (Las Vegas based and the leading supplier of combat sports streaming). FITE TV are the preferred partner for Top Rank, Matchroom, Golden Boy and SBL.

ESG values: We are determined to make an impact beyond the boxing ring and are committed to making positive social changes in India. In a vast population of 1.3 billion, there are 220 million people (including children) who are homeless, on the streets, with little food and no access to basic amenities. In the last year Parm has been regularly feeding the homeless and helping to rebuild places of worship regardless of religion. Giving back to others has run in his family for generations. The opportunity to come to his dad's birth country, propel Indian boxers to a global level and give back to social rebuilding via boxing revenue has been his primary motivation.

Market value: The Indian Premier League (IPL) has become a \$7.8 billion business. Based on our forecasts of growth, by 2027 we expect LZ Promotions to have a market value of \$1 billion. This forecast could increase further by building strong relationships with global stakeholders, brand sponsors and global broadcasting rights etc. One Championship born out of Singapore is a good comparison of a relatively young MMA promotion of 6 years with little known fighters but monetization has given the company a \$1.6 billion valuation.

Concept:

We are going to approach growing Boxing as a Sport in India in two distinct ways.

Our first approach potentially is looking at the next two years by organising and promoting talent within India this is following the UK and Global model the sport has. The upcoming Commonwealth Games is an ideal opportunity to do this.

From the work we have done for the last 2 years we have identified the key reason why India has failed to produce boxers of note on the world stage.

Firstly, the lack of professional infrastructure and quality match ups within the country will be overcome primarily through our expertise and international relationships in this area.

Having key events in key cities identified in the country which are organised in a professional way will resolve this.

The events themselves will generate interest and marketing and networking opportunities for VIP's and potential sponsors. The shows will be promoted in such a professional and glamorous setup that

people will want to attend and be seen at them. Cornerstone Sport & Entertainment is the leading talent management company in India and International presence. Working together will bring even more sporting talent to their books and we actively highlight India's top talent together.

Social Marketing and Stories promoting both the boxers and those involved will also play a major role in providing branding, sponsorship and social marketing/media content that will help grow the sport across the younger sports mad fanbase. The Slumdog Millionaire movie is a prime example of a budget of \$10million and to date gross earnings have exceeded over \$700million such was the interest.

Once the events and boxers have been established we want to follow the IPL cricket model and establish a Boxing League initially featuring 4 stables as franchises attached to the Cities where the fights will take place this will include an auction type event where the teams will select up to 16 boxers each 10 Males in specific weight classes and 6 Females who will then fight for a stable.

This could be Punjab Kings v Delhi Capitals or Mumbai Indians v RCB where each boxer will represent their stable and get points on who wins, once all the boxers have fought each other the winning franchise will win the league.

Each Franchise will be allocated an International Hall of Fame Boxing Mentor who will promote and oversee the stable and work with the Boxers giving the league worldwide credibility. We hope to attract the likes of Anthony Joshua, Saul Alvarez, Tyson Fury, Katie Taylor, Amanda Serrano, Lennox Lewis, Riddick Bowe, Amir Khan, Chuck Liddell and Floyd Mayweather Jr and Sr as potential mentors. Parm's international boxing network is vast. To get these guys to actively participate in social media and/or physical appearances we should budget for \$10k up to \$100k.

NRI Boxers will also be given an opportunity to join the league which will also help connect them to the Country and promote Indian boxing overseas.

Our hope is once the league is established and we have made sure that the boxers receive the best training and professional advice to progress their talents we will then give the boxers fights overseas and title shots which will then raise the prospect of India having a World Champion Boxer which could potentially lead to very lucrative purses being obtained of which the franchise or stable owners will receive potentially large amounts of cashflow due to the boxer being part of that stable. Boxers will also get insurance and pension advice to ensure they and their families are financially stable even after their boxing careers have ended.
