



## **NITI Aayog's report on India's Sports Equipment Manufacturing Sector Launched**

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### **India Sets Ambitious Target to Scale Sports Goods Exports to USD 8.1 Billion by 2036**

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A report titled “Realizing the Export Potential of India's Sports Equipment Manufacturing Sector” was formally launched today, outlining India's ambition to emerge as a global hub for sports goods manufacturing and exports

The report focuses exclusively on the sports equipment manufacturing segment, a sector with significant untapped export potential.

The report identifies the Sports Equipment Manufacturing Sector as highly labour-intensive and fiscally advantageous, offering strong opportunities for employment generation and industrial growth.

A key target outlined in the report is to scale India's sports goods exports to approximately USD 8.1 billion by 2036.

To achieve this, the report recommends a comprehensive strategy including structural and administrative reforms to ease business operations, fiscal incentives to enhance global competitiveness.

It has also called for development of new and upgraded sports manufacturing clusters, establishment of world-class testing and certification infrastructure, promotion of “Brand India” in global sports goods markets, and encouraging partnerships with leading international players.

Addressing the gathering, Secretary (Sports) Shri Hari Ranjan Rao said, "Sports goods have recently been incorporated into the Allocation of Business Rules of the Ministry, reflecting their strategic importance.”

He further stated that “Khelo Bharat Niti 2025 and the proposed National Sports Governance Act act as key enablers in strengthening India's sports ecosystem.

Secretary (Sports) also outlined that the Ministry is working continuously towards realizing the Hon'ble Prime Minister's vision of leveraging sports as a driver of economic growth, global branding, and youth development.

This report marks a significant step towards unlocking India's potential in the global sports manufacturing value chain and positioning the country as a competitive, innovation-driven, and export-oriented hub.

Representatives from key sports manufacturing clusters in Jalandhar and Meerut, along with officials from the Ministry of Youth Affairs & Sports and NITI Aayog, also were present during the report launch.

The report can be accessed at <https://niti.gov.in/sites/default/files/2026-03/Realising-the-Export-Potential-of-India-Sports-Equipment-Manufacturing-Sector.pdf>

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