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SUPER FIGHT
LEAGUE
neverstopfighting

NEVER
STOP
FIGHTING

SUPER FIGHT
LEAGUE

ABOUT US

- Super Fight League (SFL) is the first and only Mixed Martial Arts (MMA) franchise format sports league.
- Exciting team format with a unique point scoring system which maximizes fan engagement and participation.
- Local celebrities with prominent following take ownership in the franchisee team.
- New concept of MMA specialized gyms, SFL gyms facilitating fighter and fan engagement.
- Promoting gender equality, being the first MMA entity to provide the same platform for male and female fighting talent.

SFL is the worlds first Mixed Martial Arts league.



OUR VISION

Super Fight League is the World's only mixed martial arts league with a franchise team format and a unique and exclusive point scoring system.

The vision is to create the largest global but localized ecosystem in sports' history with cutting edge sports technology focus. This holistic ecosystem shall allow talent to thrive not only at the grassroots level but shall also create a new breed of professional martial artists globally.

OUR MISSION

The SFL - never stop fighting aims to be the world's largest sports entertainment company producing 2500 hours of riveting mixed martial arts focussed digital content per year in over 30 countries by 2030 and shall present this case to the IOC to become the governing council for the sport of MMA.



THE PROMOTERS



AMIR KHAN

OLYMPIC CHAMPION, COMMONWEALTH GAMES MEDALIST, BRITISH ASIAN PRO BOXER. AT AGE 17, HE BECAME BRITAIN'S YOUNGEST BOXING MEDALIST. AND IS ALSO THE YOUNGEST EVER BRITISH WORLD BOXING CHAMPION. HE HAS BEEN INSTRUMENTAL IN LAUNCHING SUPER FIGHT LEAGUE WITH PARTNER BILL DOSANJH AND CHAIRS THE BRAND.

BILL DOSANJH

BRIT INDIAN BUSINESS TYCOON, HE HAS ALWAYS BEEN AN AVID FOLLOWER AND PRACTITIONER OF COMBAT SPORTS FROM A VERY YOUNG AGE. HE HAS BEEN ASSOCIATED WITH KHAN PROMOTIONS, RUNS HIS OWN BRAND EAST WEST SPORTS AND HAS LAUNCHED HIS PARTNER AMIR KHAN IN USA IN 2009. A VISIONARY OF COMBAT SPORTS GLOBALLY, SUPER FIGHT LEAGUE IS HIS BRAINCHILD.



CORPORATE & CELEBS TEAM OWNERS





LEAGUE CONCEPT

THE LEAGUE FORMAT

8 TEAMS

2 GROUPS OF 4 TEAMS

12 QUALIFYING EVENTS
SPREAD OVER 4 WEEKS

2 SEMI-FINALS OVER THE
5TH WEEK

3RD AND 4TH PLACE AND THE
FINALS OVER THE 6TH WEEK

GROUP A



GROUP B



TEAM COMPOSITION

- 5 Male weight categories +1 Female weight category.
- 6 Members per team, 6 back up fighters.
- A mix of global martial arts talent.
- Male and female fighters both share equal importance in the team.

UNIQUE POINT SCORING SYSTEM

FIRST TIME IN THE HISTORY OF GLOBAL MMA

POINTS GET AWARDED IN THE WAY A FIGHT IS WON

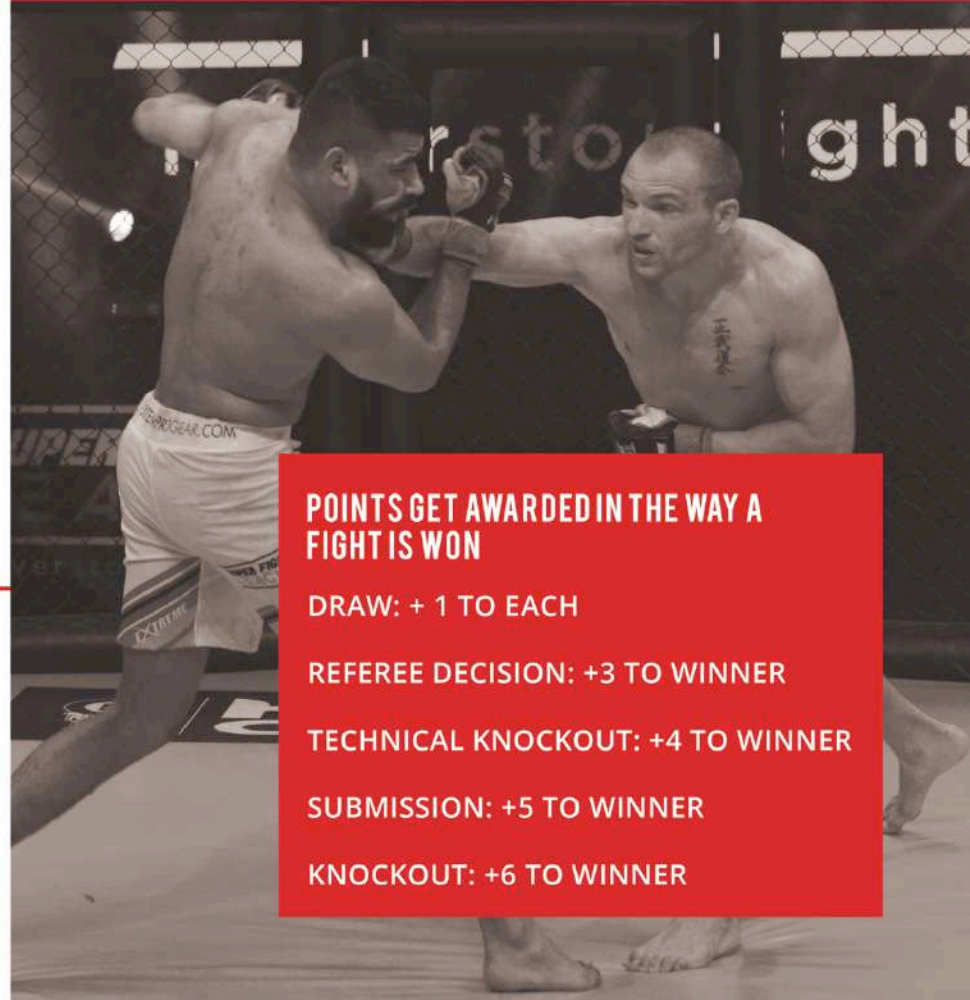
DRAW: + 1 TO EACH

REFEREE DECISION: +3 TO WINNER

TECHNICAL KNOCKOUT: +4 TO WINNER

SUBMISSION: +5 TO WINNER

KNOCKOUT: +6 TO WINNER



SFL INDIA LEAGUE - SYNOPSIS

SFL INDIA LEAGUE - CHAMPIONS

WEEK 1 | WEEK 2 | WEEK 3 | WEEK 4



GROUP A

Team	P	W	D	L	PF	PA	PD	PTS
1. BENGALURU TIGERS	3	3	0	0	55	22	34	9
2. HARYANA SULTANS	3	2	0	1	49	31	18	6
3. SHER-KHURAS	3	1	0	2	42	40	2	3
4. KARNATAKA	3	0	0	3	14	58	-44	0

GROUP B

Team	P	W	D	L	PF	PA	PD	PTS
1. U.P. NAWABS	3	3	0	0	63	16	48	9
2. DELHI HEROES	3	2	0	1	53	30	23	6
3. GUJARAT WARRIORS	3	1	0	2	31	49	-18	3
4. TAMIL VESANS	3	0	0	3	15	64	-49	0

WEEK 5: SEMI FINALS

WEEK 6: FINAL





SFL INDIA LEAGUE - HIGHLIGHTS

DEDICATED TV METRICS



Total TV Reach
45.2M



Total TV Promotional Reach
191M



Total Live Coverage
60:38:51

LIVE TELECAST METRICS



Total Live Telecast Reach
16.3M



Total Live Telecast Net TV Value
USD 10.4M



Total Live Telecast Gross TV Value
USD 24M

BRAND VALUATION METRICS



Total Brand Exposure
162:05:42
(hh:mm:ss)



Total Gross Sponsorship Value
USD 112.6M



Total Net Sponsorship Value
USD 52M

SOCIAL MEDIA & PRESS METRICS



Social Media Mentions
32, 231



Press Media Value
USD .81M



Social Media Video Views
328M

YEAR ROUND ACTION AND ASSETS



SUPER FIGHT **LEAGUE** *CONTENDERS*

A NATIONWIDE SEARCH FOR MMA TALENT HOSTED BY SUPER FIGHT LEAGUE.

CREATING PLATFORM FOR AMATEUR MARTIAL ARTS TALENT TO SHOWCASE THEIR SKILLS ON A PRO PLATFORM.



SUPER FIGHT **LEAGUE** *FIGHT NIGHTS*

SUPER FIGHT LEAGUE FIGHT NIGHTS ARE SINGULAR STANDALONE EVENTS TAKING PLACE ALL YEAR ROUND.



SUPER FIGHT **LEAGUE** *CHALLENGERS*

REALITY TV SHOW: BUILDING AFFINITY WITH FANS AND PROMOTING BRAND LOYALTY.



SUPER FIGHT **LEAGUE** *GYMS*

SFL GYMS WILL PLAY A CRUCIAL ROLE IN DEVELOPMENT OF MMA AS A SPORT.

SFL GYMS ENABLE GENERAL PUBLIC TO INTERACT WITH SFL STARS, TRAIN WITH THEM, LEARN FROM THEM.



SUPER FIGHT **LEAGUE** *CRC*

PRE, IN & POST LEAGUE CONTENT SHOWCASING MMA, LIFESTYLE, GLAMOUR.

SFL GYMS

SFL's value proposition includes affiliated specialized MMA gyms. Fitness center for Fighters, Members and the epicenter of all training related activities of the SFL.

Through this SFL is be able to facilitate fighter and fan engagement. SFL Gyms is promoting a healthy lifestyle and self-defence training programs. Additionally, this promotes stronger grassroots development within MMA and shall be creating a revenue stream for brand and partners

FACILITIES / SETUP

UP TO 3000 SQFT

MMA TRAINING &
FACILITY

MMA TRAINING &
GYM FACILITY

MMA TRAINING,
GYM & SPA FACILITY

CARDIO

FUNCTIONAL TRAINING

MMA DOJO

STRENGTH AREA

ZUMBA

FITNESS SPA

SFL CERTIFIED TRAINERS

KIDS FITNESS

CROSS FIT



SUPER FIGHT LEAGUE FIGHT NIGHTS - FORMAT

UNDERCARD FIGHTS

The undercard bouts will be either in team format or as singular fights (as the case may be).

If in Team Format with 2 teams:

TEAM COMPOSITION:

1. 6 members and 6 backups per team.
2. 5 male weight categories + 1 female weight category.
3. Each Fight : 3 rounds 5 mins each

EACH FIGHT : 3 rounds 5 mins each.

If in Singular Fight Format:

1. World-Renowned fighters across categories shall fight.
2. Each Fight : 3 rounds 5 mins each.

POINT SCORING SYSTEM:

- DRAW: + 1 TO EACH
- REFEREE DECISION: +3 TO WINNER
- TECHNICAL KNOCKOUT: +4 TO WINNER
- KNOCKOUT: +6 TO WINNER

TITLE FIGHTS AND CO MAIN

World-Renowned fighters across categories shall fight for the Super Fight League Championship Belt in their respective categories.

EACH FIGHT : 5 rounds of 5 mins each.

MAIN BOUT

2 World-Renowned fighters of the same category fight for the main Super Fight League Championship Belt.

THE BOUT : 5 rounds of 5 mins each.

BROADCASTING PARTNERS & GLOBAL REACH

SFL GLOBAL REACH



BRUNEI, CAMBODIA, CHINA, EAST TIMOR, HONG KONG, INDIA, INDONESIA, LAOS, MACAU, MALAYSIA, MONGOLIA, MYANMAR, PAPUA NEW GUINEA, PHILIPPINES, SINGAPORE, SOUTH KOREA, TAIWAN, THAILAND AND VIETNAM

SFL HAS SIGNED AGREEMENTS WITH FOX NETWORK (ASIA AND AUSTRALIA), TENCENT, SKY TELEVISION (NEW ZEALAND), ELEVEN SPORTS (BELGIUM & ASIA), & ABS CBN (PHILIPPINES) & ESPN (INDIA) WHICH WILL PROVIDE BROADCASTING OUTREACH TO OVER 900 MILLION HOMES IN OVER 50

SFL INDIA LEAGUE SEASON I ACHIEVED STRONG OUTREACH TO OVER 30 MILLION HOMES, WHILE SEASON II HAS ACHIEVED OUTREACH TO 45.2 MILLION HOMES WHICH HAS CREATED SIGNIFICANT BRAND VALUE FOR FRANCHISE OWNERS AND SPONSORS

GLOBAL FOOTPRINT

