

India’s sports-tech market is already ₹26,700 crore. Academy coaching data is the gap.

₹26,700 cr

TAM · India sports-tech, FY24

₹5,258 cr

SAM · sports data and analytics, FY24

₹96 cr

SOM · 20,000 courts × ₹48,000 / year

Parent market
₹49,500 cr by FY29

India already spends this. Mostly fantasy, ticketing, fan apps. Not coaching software.

Fastest-growing slice
₹11,100 cr by FY29

16% CAGR. Wearables and data vendors sit in this FIFS slice. Same report as TAM.

Tighter metro wedge
₹24 cr / year

~5,000 top-metro courts at the published annual price of ₹48,000.

* FIFS–Deloitte *Beyond the Field*, Feb 2025. SOM is bottom-up, not a census.

** AI coaching data barely exists at academy level.