INDIALAW

Sports

Sports Law Firm in India for Broadcasting, Sponsorships, and Disputes

PRACTICE PROFILE • OCTOBER 2026

Overview

India’s sports industry is rapidly evolving, with increasing investments, commercialization, and global visibility. The legal framework governing the sector includes various laws and regulations, such as the National Sports Development Code of India, the Prevention of Money Laundering Act, the Information Technology Act, and others.

We advise athletes, federations, leagues, clubs, event organisers and broadcasters on player contracts, endorsement and sponsorship deals, image rights, transfer negotiations, federation governance, event licensing, venue and ticketing arrangements, and broadcasting agreements.

Our Services

- **Athlete Representation and Contract Negotiation**:
  - Drafting and negotiating player contracts, endorsement deals, and sponsorship agreements.
  - Advising on image rights, media appearances, and personal branding strategies.
  - Providing legal support in transfer negotiations and dispute resolution.
- **Sports Organizations and Event Management**:
  - Assisting in the formation and governance of sports federations, leagues, and clubs.
  - Advising on event organization, licensing, and regulatory compliance.
  - Drafting and reviewing contracts related to venue management, ticketing, and hospitality.
- **Broadcasting and Media Rights**:
  - Negotiating broadcasting and streaming agreements for sports events.
  - Advising on intellectual property rights related to media content.
  - Assisting with the protection and enforcement of media rights.
- **Sponsorship and Endorsement Deals**:
  - Structuring sponsorship agreements for teams, events, and athletes.
  - Advising on compliance with advertising and marketing regulations.
  - Protecting brand identity and managing ambush marketing risks.
- **Regulatory Compliance and Governance**:
  - Advising on compliance with the National Sports Development Code of India and other relevant regulations.
  - Assisting with anti-doping compliance and disciplinary proceedings.
  - Providing guidance on governance best practices and ethical standards.
- **Dispute Resolution**:
  - Representing clients in disputes related to contracts, disciplinary actions, and regulatory matters.
  - Handling litigation, arbitration, and mediation proceedings.
  - Advising on conflict resolution strategies to preserve relationships.
- **Intellectual Property Protection**:
  - Assisting in the registration and enforcement of trademarks, copyrights.
  - Advising on licensing and merchandising opportunities.
  - Protecting digital content and managing online infringements.
- **Fantasy Sports and Online Gaming**:
  - Advising on the legal status and regulation of fantasy sports platforms.
  - Assisting with compliance under the Information Technology Act and state-specific gaming laws.
  - Representing clients in disputes related to online gaming and fantasy sports.

Key Highlights

Our sports practice covers both sides of the industry: the individual side, where athlete contracts, image rights and personal branding decide earnings, and the institutional side, where federation governance, event licensing and broadcasting rights decide how the money moves.

Key Professionals



Abha Shah

Partner

Frequently Asked Questions

Q1 **What does a sports law practice typically cover in India?**

Sports law covers athlete representation, contract negotiation, image rights, broadcasting and media rights, sponsorship structuring, anti-doping compliance, governance of federations and leagues, and dispute resolution through arbitration or litigation before sports tribunals.

Q2 **When should a sports industry stakeholder engage a lawyer in India?**

Legal counsel is needed when negotiating player contracts, endorsement deals, or broadcasting agreements; forming a league or federation; organizing events requiring licensing; facing disciplinary proceedings; or when disputes arise over transfers, sponsorships, or regulatory non-compliance.

Q3 **Which Indian regulations govern sports organizations and athletes?**

The National Sports Development Code of India sets governance norms for federations. Anti-doping rules follow WADA and NADA frameworks. The IT Act applies to digital broadcasting, PMLA covers financial compliance, and the Companies Act 2013 governs corporate sports entities.

Q4 **What is the typical process for negotiating a sports broadcasting deal?**

The process involves rights valuation, exclusivity scope definition, territorial and platform licensing, revenue-sharing structuring, and IP protection clauses. Timelines range from weeks to months depending on league size, number of stakeholders, and whether global sub-licensing is involved.

Q5 **What documents are needed to start athlete representation or sponsorship work?**

Key documents include existing player or team contracts, federation registration certificates, image rights assignments, prior endorsement agreements, financial disclosures, and any ongoing dispute records. For sponsorships, brand guidelines and compliance policies are also required.

Q6 **What common mistakes do sports clients make with contracts in India?**

Frequent pitfalls include poorly defined image rights clauses, inadequate morality or termination provisions in endorsement deals, non-compliance with the National Sports Code governance requirements, and failing to register IP in team logos or event branding before commercialization begins.

Related Practice Areas

Media And Entertainment