

Shooting League of India (SLI)

INTRODUCING INDIA'S FIRST PROFESSIONAL SHOOTING LEAGUE

The Shooting League of India (SLI), approved by the National Rifle Association of India (NRAI), with the support of the International Shooting Sport Federation (ISSF), is the country's premier franchise-based league for Olympic shooting events. The SLI aims to transform shooting into a mainstream sport by engaging wider audiences and providing a professional platform for athletes.

WHY JOIN SLI?

- **Be a Part of History:** India's first professional shooting league, setting new benchmarks in the sport.
- **Professional Growth:** Structured contracts, salaries, and international exposure.
- **Innovative Competition Formats:** Engaging formats designed for television and digital media.
- **High-Profile Audience & Sponsors:** Increased visibility and commercial opportunities.
- **Pathway to the Future:** A hybrid model integrating traditional shooting events with virtual competitions.
- **Fully Covered Expenses:** All participation costs—including travel, accommodation, local transport, and logistics—will be covered by the franchises.
- **Tournament Fee:** Athletes will receive a tournament fee ranging from EUR 5,000 to EUR 10,000, based on the auction outcome.

LEAGUE STRUCTURE & FORMAT

- **Teams:** 6 to 8 city-based franchise teams.
- **Disciplines:** Mixed team events in 10M Pistol, 25M Pistol, 10M Rifle, 50M 3P Rifle, Trap and Skeet.
- **League Dates:** November 20 –December 2, 2025.
- **Event Duration:** 11-day competition with each athlete participating in a maximum of 3 to 4 match days.
- **Team Composition:**
 - 12 athletes per team (6 men, 6 women; one per event).
 - Up to 4 foreign athletes (2 men, 2 women).
 - Minimum 2 junior (U-21) development athletes.

PLAYER RECRUITMENT & SELECTION

- **Auction-Based Selection:** Top players will be invited to participate in the player auction.
- **International & Junior Inclusion:** A balanced mix of national and global talent.
- **Team Composition:** Ensuring fair representation across genders.

MARKETING & BROADCASTING

- **Strong Digital Presence:** Engaging social media, influencer campaigns, and esports integration.
- **Innovative Broadcasting Strategy:** Live streaming, highlight reels, and behind-the-scenes content.
- **Global Visibility:** Partnerships with leading media and sports platforms.

ADDITIONAL KEY DETAILS

- The SLI is not an ISSF competition but has received official support from the ISSF, with event dates reserved in the ISSF calendar.
- The league aims to complement the global shooting sports ecosystem by providing a professional platform for elite international athletes.
- Rules and operational framework are currently being finalised.

JOIN THE REVOLUTION!

SLI is redefining the landscape of shooting sports in India. Don't miss your chance to be part of this game-changing league!

To register your interest, contact shootingleagueofindia@gmail.com