



Appeal for Sponsorship

Uttar Pradesh will host the Khelo India University Games 2022 tentatively in April-May, 2023 with anticipated participation of 200 Universities and more than 10,000 athletes and officials

The games will be telecast LIVE on Doordarshan, affiliated channels and OTT platforms. The previous editions of the games have witnessed an average cumulative reach of about 40 million viewers.

Khelo India is a flagship programme of Govt. of India to create a sporting culture in the country as well as to identify grassroots level talent. Organised at the Youth and University level, these are the largest national-level multidisciplinary Games taking place in India.

This season of Khelo India University Games offers the following categories of sponsorship

Minimum Sponsorship Fee

S.No.	Sponsorship Category	Minimum Amount (in INR)	Maximum Sponsors
1	Principal Sponsor	3.00 Crores	01
2	Powered by Sponsor	2.00 Crores	01
3	Co – Powered by Sponsor	1.00 Crores	01