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WWW.PLAYKNOX.COM





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# About us

The Playknox is a 360-degree consulting, branding and media marketing agency ([www.playknox.com](http://www.playknox.com)) founded out of pure passion.

We also have a digital platform where apart from covering news, we also conduct interviews and so far we have interviewed some good names from the industry like Wolverhampton Wanderers Marketing head Russell Jones, Cadbury's Colin O'Toole on Premier League partnership, Borussia Dortmund's APAC MD Suresh, Microsoft' APAC MD Comms Derrick Buckley, LaLiga India head Jose Antonio Cachaza, marketing guru Suhel Seth, Octagon UK MD Joel Seymour-Hyde , RLWC2021 CEO Jon Dutton, Goal Click founder Matthew Barrett, Olympian Mikel Thomas, Prof. Simon Chadwick, Indian cricketer Yuzvendra Chahal, YouTubers among others.

## Global Reach. Local Insight

Combining a global team with local, on-the-ground expertise gives us the perfect blend of scale and precision.





We have managed to work across government and sports sectors and have partnered with events like the Syed Modi India International Badminton Tournament, National Archery Championship, ITF Tennis Tournament among others. We bring diverse perspectives and expertise together to create innovative solutions that assist our clients in achieving their objectives. Our collaborative culture fosters teamwork, open communication and a dedication to excellence, earning us a reputation for delivering great services.



Target



Connection



Idea

# Leadership



## Taruka Srivastav

Founder and CEO

A former Asian Games athlete and has pursued her MA in Sports Journalism from Sheffield Hallam University, United Kingdom. She is a British Council GREAT Scholar and is also freelance journalist for BBC. Her work has been published in the World Economic Forum, Forbes India, The Times of India, Hindustan Times among others. She was named as one of the 100 women speakers globally.

## 100+ women speakers in sports

Published on January 10, 2023



Experts from all over the world feature in this peer-nominated list of 100+ women speakers in sports



**BBC News Hindi** @BBCHindi · 16h

भारत के दिग्गज टेनिस खिलाड़ी रोहन बोपन्ना ने डेविस कप में अपने करियर का अंत जीत के साथ किया. मोरक्को पर इस जीत के साथ ही उन्होंने अपने नाम एक खास रिकॉर्ड भी कर लिया. बीबीसी के लिए तारुका श्रीवास्तव ने रोहन बोपन्ना से बात की.

कैमरा/वीडियो: शुभम वर्मा





CALIFORNIA ALMONDS  
**BADAM PE CHARCHA**  
DISCUSSION ON  
'A HANDFUL OF ALMONDS  
A DAY: A NATURAL APPROACH  
TO SOLVE INDIA'S PROTEIN  
PROBLEM'

Taruka Srivastava - Former Asian  
Gamed athlete and Founder,  
Playknox

Ritika Samaddar - Regional Head of Dietetics  
Moderator - RJ Samreen



Host Partner  
**Startup Odisha**

20th December 2023  
Vivanta Bhubaneswar,  
DN Square

**Government ODISHA STARTUP LEADERSHIP CONCLAVE '23**  
Building a Sustainable and Resilient Startup Ecosystem in Odisha

[Register Now](#)

#ETStartupOdisha

*Speaker*  
**Taruka Srivastava**  
Founder,  
Playknox



# Our team



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## Shantanu Srivastav

Director

A state-level professional cricketer, Shantanu heads daily operations for the company

## Sarthak Mondal

Advisor

He is a PhD Scholar in Sport Governance at Sheffield Hallam University, United Kingdom. He is also a Lecturer in Sport Management at the University of Portsmouth. He has published over 10+ peer-reviewed research papers.



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## Vijay Lokpally

Advisor

Vijay Lokapally has been covering sports for The Hindu and Sportstar since 1986. Cricket has been close to his heart and considers himself fortunate to have written on a game he has loved so much.



# Our team



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**Dan Wood**

Advisor

Co-founder - World Freestyle Football Association

**Prof. Simon Chadwick**

Advisor

He is the Professor of Sport & Geopolitical Economy, SKEMA Business School



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**Joao Frigerio**

Advisor

He is the founder of iWorkinSport

# Our Services

## Consulting

We provide consultancy services to work with government, brands and sports verticals.

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## Content

We provide content services across verticals - Government, Sports, Corporates, Tourism etc. We also create Impact Reports and carry out Surveys

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## Event Management

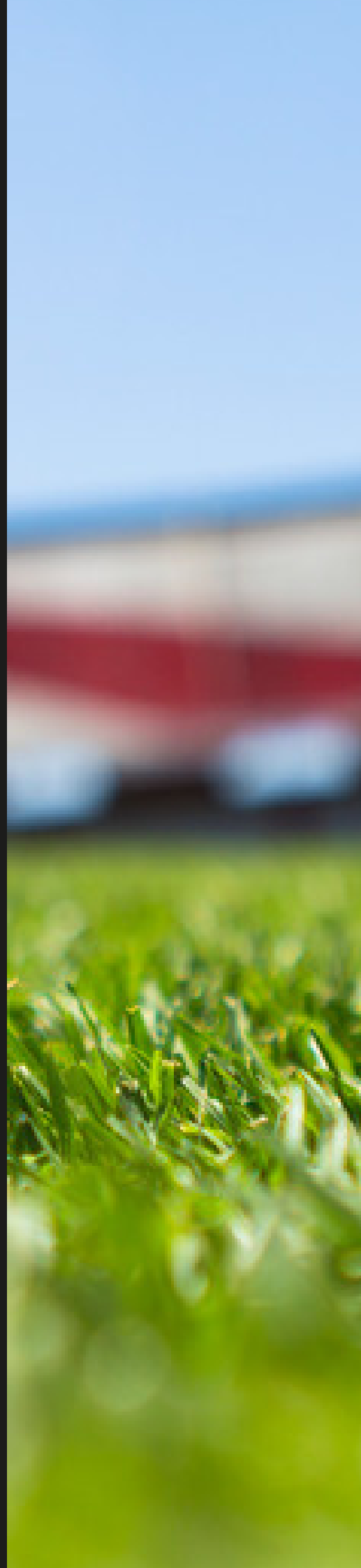
We help with event management services across verticals.

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## Sponsorship

We help organizations with getting sponsorships.

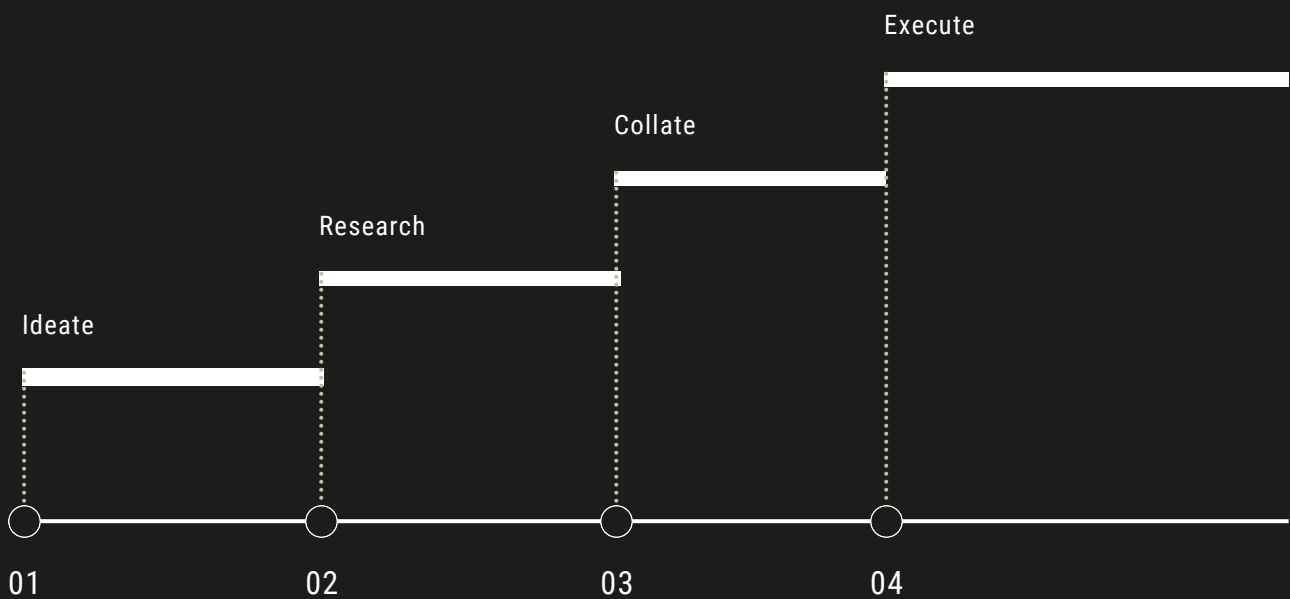
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# Vision

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Our purpose is to make an impact that matters. We want to excel in the way content is consumed. We want to become the platform that bridges the gap between government and other agencies.



CLIENT WORK



# ARGENTINA FOOTBALL ASSOCIATION



AFA boasts of a significant presence in India through its regional sponsors and it tasked up to help them with media activities.

## Media Management

We worked with AFA on delivering AFA-centric stories in India

## Sponsorship Services

We are assisting AFA narrowing down on more regional sponsors

**SPORTSTAR**

CRICKET / FOOTBALL / IPL 2024 / COLUMNS / SHORTS / CANDIDATES 2024

HOME / FOOTBALL

### Lionel Messi's Argentina exploring possibilities of playing in India in 2025

Argentina is slated to play two international friendlies in China in March 2025, against Nigeria and Costa Rica, and is considering the option of adding an Indian detour.

Published: Jan 31, 2024 15:11 IST - 2 MINS READ



AASHIN PRASAD

COMMENTS

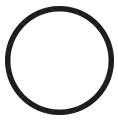
FOLLOW US

SHARE

READ LATER



CLIENT WORK



# MOTOGP INDIA



We were given a part media mandate to boost MotoGP India publicity.

## Media Activation

We helped MotoGP Bharat with stand-alone articles on the first ever MotoGP race in India and create a positive narrative.

## Economic Survey

This comprehensive study undertaken by Playknox in collaboration with University of Portsmouth and INSMA delves into the economic footprint of the MotoGP Bharat 2023, providing key insights into the overall economic contributions of this thrilling and globally celebrated motorsport event in India. The report explores various aspects, including hospitality, transportation, and spending on other local services to present a holistic understanding of MotoGP Bharat 2023's influence on the economy.



Following

### Yuzvendra Chahal

@yuzi\_chahal Follows you

Indian Cricketer 🇮🇳 | Rajasthan Royals | For Business Enquiries E-mail : [hello@cornerstone.in](mailto:hello@cornerstone.in)

📍 Born 23 July 📅 Joined December 2011

301 Following 3.7M Followers

Followed by Santadeep Dey, Dharmendra Pandey 🇮🇳, Karan P. Saxena, and 51 others

Posts Replies Media Likes

 **Yuzvendra Chahal** @yuzi\_chahal · 10s  
“It’s going to be thrilling to witness the @motogp @motogpbharat in India for the first time. The atmosphere is going to be electrifying at the Buddha International Circuit with these super bikes.”



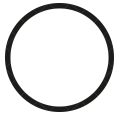
**Yogeshwar Dutt** @DuttYogi · 15/08/23

For the first time @MotoGP is being hosted in India in Noida from September 22nd to 24th. I will be present to experience the thrill and cheer for the riders.

Looking forward to the adventure  
[@MotoGPBharat](#) [@upgovt](#) [@play\\_knox](#)



CLIENT WORK



# KHELO INDIA UNIVERSITY GAMES UP 2022





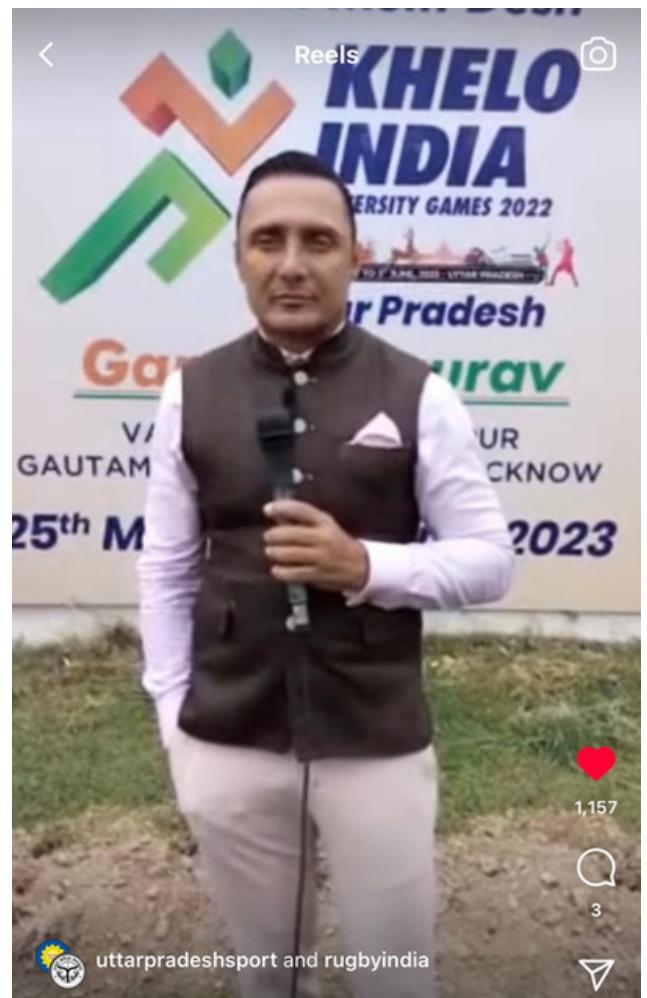
We were given a part media mandate to boost KIUG 2022 publicity.

## Media Activation

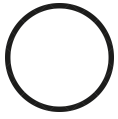
We covered social media and positive athlete stories for the full 15-day event across UP

## Celebrity Engagement

We engaged celebrity athletes like HS Prannoy and Suresh Raina among others to hype up the event



CLIENT WORK



# YUVA KALYAN DEPT. GOVERNMENT OF UP

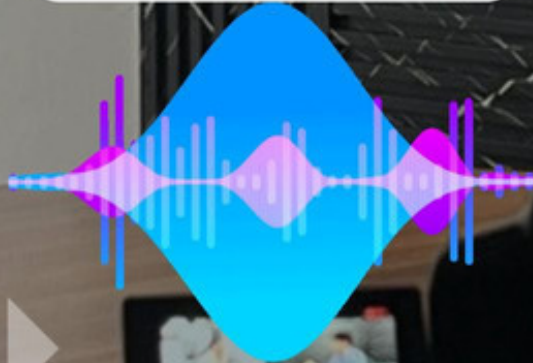
PADMA SHRI &  
2 X OLYMPIAN  
SUDHA SINGH

ON AIR

# “संवाद” WITH SUHAS LY

Every Week

[LISTEN NOW](#)



## Production

We invited guests for the Podcast hosted by Paralympian and IAS Officer Suhas LY.

### Guests included:

1. Padma Shri awardee and Olympian Sudha Singh
2. Padma Shri winner Sethpal Singh (Farmer)
3. Padma Shri winner Maninder Singh (Education)





IN-HOUSE PUBLICATION

# EMPOWERING WOMEN THROUGH SPORTS

A comprehensive report on women in sports in UP. 12 Olympians/Asian Games and Commonwealth Games medalists were interviewed.



MARCH 2024

## EMPOWERING WOMEN THROUGH SPORTS

UTTAR PRADESH CHAPTER



BY  
TARUKA SRIVASTAV

# Other Clients

*sportskeeda*



**ODISHA**  
INDIA'S BEST KEPT SECRET.



**iSportConnect**  
Connecting the business of sport



**WARNER BROS.**  
**DISCOVERY**



# PARTNERSHIPS


## Pixstory X Playknox

We at The Playknox collaborated with Pixstory & Footify Soccer Academy to raise awareness among young female and male footballers about the positive use of social media, avenues in sports education, empowering more girls to play football and the importance of mental health.





 Pixstory

 Pixstory

 Pixstory

PLAYERS

# Community Work

We aim to give back to the community and as part of the same, we have sponsored local sports tournaments across sports like Cricket and Volleyball and associate as media partner with institutes like the IIM - Lucknow and for Lucknow Run.

IIM LUCKNOW'S CONSULTING & STRATEGY CLUB IS PROUD TO PRESENT

AS KNOWLEDGE PARTNERS FOR

## STRATEGIST

OUTWIT. OUTPLAY. OUTLAST.

REGISTRATIONS OPEN TILL FEB 4

ROUND 1 FEB 5

ROUND 2 FEB 9

FINAL ROUND FEB 16-17

TEAM SIZE: 2-4

CASH PRIZES WORTH: ₹ 50,000

SCAN QR CODE TO REGISTER

media partners Pixstory PLAYKNOX

Logos: IIM Lucknow, CSC, UPR Badminton Association, Badminton Association Uttar Pradesh.

PLAYKNOX PARTNERED FOR THE

# LUCKNOW RUN

Run for a Cause, Run for Fun!

- 5 am onwards
- 5th November
- Centrum, Lucknow

Image of a woman in a red dress on a stage with a backdrop of sponsors.





# Media Coverage

## Femina Magazine

ALL ABOUT YOU *career*

Sometimes, it's really hard to make a career choice. Perhaps your parents want you to pursue a mainstream profession. Maybe you're worried that you're not good enough at the sport you love to earn your bread and butter with it. Either way, you can stay connected to sports even if you can't or don't want to be a full-time sports person.

Read on for nine exciting options to spark your imagination...

### #1 SPORTS COMMENTATOR OR WRITER

Assuming that you already have a genuine interest in and knowledge of one or more sports, all you need to work on are your presentation and communication skills, and, of course, your confidence level when speaking to the masses. Arm yourself with a degree in media production, journalism or communication, and build your CV from the ground up.

### #2 PUBLIC RELATIONS OR BRANDING SPECIALIST

A well-known tennis player before she switched gears, Lucknow-based Taruka Srivastava is the founder of The Playknox, a branding and marketing sports business platform that works with global clients. A former Asian Games athlete, she is also a British Council GREAT Scholar. She has worked with Manchester United and UNICEF as a media consultant, for FIFA U17 WC as a venue press officer, and



## KEEP YOUR HAND IN THE GAME

You love sports but you're not a sportsperson. Here's how to work the arena beyond athletics. By **Kalwyna Rathod**

at the Hockey World Cup 2018 as a communications specialist. She currently works as a media consultant with several organisations. "Apart from covering news, we conduct interviews and, so far, we have interviewed some good names from the industry," Taruka reveals. "Our focus is on exploring partnerships in depth and branding and marketing within the industry."

Of her career switch, she says, "After representing India at the Asian Games, I wanted a more stable career for myself. Sports journalism seemed the best choice as I personally knew many sportspersons. There is a great level of comfort when I am speaking with a sportsperson or someone from the sports business industry because of the fact that I have played sport." Taruka loves the fact that

she gets to travel around the country and the world and meet different people in this field. Her advice? "Pursue what you are passionate about and dedicate yourself to it. Cultivate a great work ethic and stick to it even during the bad times. Work hard and help as many people as you can. All the good will come back to you."

### #3 MARKETING MANAGER

Start with a bachelor's degree in marketing or a business-related discipline; pursue your master's or jump right into the job pool. This

"PURSUE WHAT YOU ARE PASSIONATE ABOUT AND DEDICATE YOURSELF TO IT"

## BBC



## Global Soccer Conclave



# Media Coverage

## FICCI PANEL

**FICCI** The Power to Empower  
Government of India  
Ministry of Youth Affairs and Sports  
Ministry of Women and Child Development  
Government of India  
**FIT INDIA** **FICCI**

**PANELISTS**

- Ms Kajal Agarwal  
Indian Film Actress
- Ms Sapna Vyas  
Fitness Icon and Member SAI
- Ms Priyanka Raina  
Grievance Foundation
- Ms Anjali Singh  
Founder, Jute For Life
- Ms Aika Batra  
FICCI Sports Committee Member
- Moderator  
Ms Taruka Srivastav  
Founder Playknox

**FIT WOMEN  
FIT FAMILIES  
FIT INDIA**

SESSION 2 - SHE WINS: TRADITIONAL VALUES, MODERN APPROACH

WEDNESDAY  
10<sup>TH</sup> MARCH  
01:00 P.M.

[HTTPS://BIT.LY/3L5M4SB](https://bit.ly/3L5M4SB)

TITLE PARTNER  
**zupee**

EMPOWERING PARTNER  
**WordsWork**

## SPORTSTAR PANEL

**SPORTSTAR NORTH SPORTS CONCLAVE**

**SAFETY AND WOMEN'S SPORTS**

- Vandana Katariya  
Commonwealth Games medallist
- Priyanka Goswami  
Commonwealth Games medallist
- Rachana Govil  
Former ED, SAI Lucknow
- Ekta Bhyan  
Asian Para Games medallist
- Taruka Srivastav  
Moderator

Social Cause Partner: **NS-CARE**  
Sports Management Academic Partner: **SOMATIYA**  
Associate Partners: **INDIAN AIRWAYS**, **SWIRY-NARESH**, **KSG**

## BBC HINDI

**bbchindi**

**हॉकी वर्ल्ड कप  
इस बार क्या खास?**

**रेपर बिग डील  
तारुका रहेंगे LIVE**

**इंस्टाग्राम LIVE**  
शाम 7 बजे, सोमवार  
📷 BBCHindi पर

**BBC NEWS | हिन्दी**

bbchindi ओडिशा में 13 जनवरी से शुरू होने जा रहा है हॉकी वर्ल्ड कप 2023.

# Featured in the Coffee Table Book - Uttar Pradesh Building a world class StartUP Ecosystem



## Taking UP to the Global Stage in Sports Business



**TARUKA SRIVASTAV**  
Founder  
The Playknox

The sports sector in India – comprising media rights, apparel, sports nutrition, sports equipment, etc. – as an industry is likely to go up five times to reach a value of \$100 billion by 2027 from \$27 billion in 2020, as per the Anand Rathi Investment Banking's report. Out of the 250 million population of Uttar Pradesh, 40% fall in the category of youth. Recently, Uttar Pradesh has emerged as the top destination for gaming as well. The sports startup sector in the state is presently at a very nascent stage but with more industries and organisations now looking towards UP to invest, the opportunity in this sector is immense.

The sports startup sector will boost the sports ecosystem of the state in the following ways:

**Growing Demand:** The sports industry has seen a steady growth in recent years and is expected to continue in the future, creating a large market for sports startups and with the EODB of the Uttar Pradesh Government and several incentives under the State Startup Scheme, more and more sports enthusiasts are looking forward to venture into this realm.

**Technological advancements:** The rise of new technologies such as wearables, data analysis, and online streaming platforms has created opportunities for innovation and growth in the sports startup sector.

**Consumer Interest:** Sports have a huge following and fans are always looking for new and innovative ways to engage with their favorite teams and athletes. This creates a large market for sports startups.

**Investment opportunities:** Sports startups offer attractive investment opportunities for venture capitalists, angel investors, and other investors, due to their growth potential and large market.

Overall, the sports startup sector offers a combination of growing demand, technological advancements, consumer interest, and investment opportunities, making it an attractive area for entrepreneurship and innovation.

# contact us

Email - [taruka.srivastav@gmail.com](mailto:taruka.srivastav@gmail.com)

Phone number - 9670811917

