

TIGERTURF & ALTIUS SPORTS OUR JOURNEY IN INDIA

Presented by: Stephen Stones

INZBS Conference, Auckland, New Zealand, March 2015

TigerTurf



- Global synthetic turf company, Design, build, install & maintain
- Founded in Auckland, New Zealand in 1981
- Expanded into Australia in 1990
- Expanded into United Kingdom in 2000
- Expanded into United States of America in 2007
- Entered the Indian market in 2010
- Top 5 of the worlds largest synthetic sports surfaces companies



TigerTurf....cont



- Over 30 years TigerTurf worldwide has completed
 - ✓ 20,000 tennis surfaces
 - ✓ 8,000 cricket wickets
 - ✓ 5,000 school surfaces
 - ✓ 300 football surfaces
 - ✓ 200 Hockey surfaces
 - ✓ 1,000 bowls surfaces



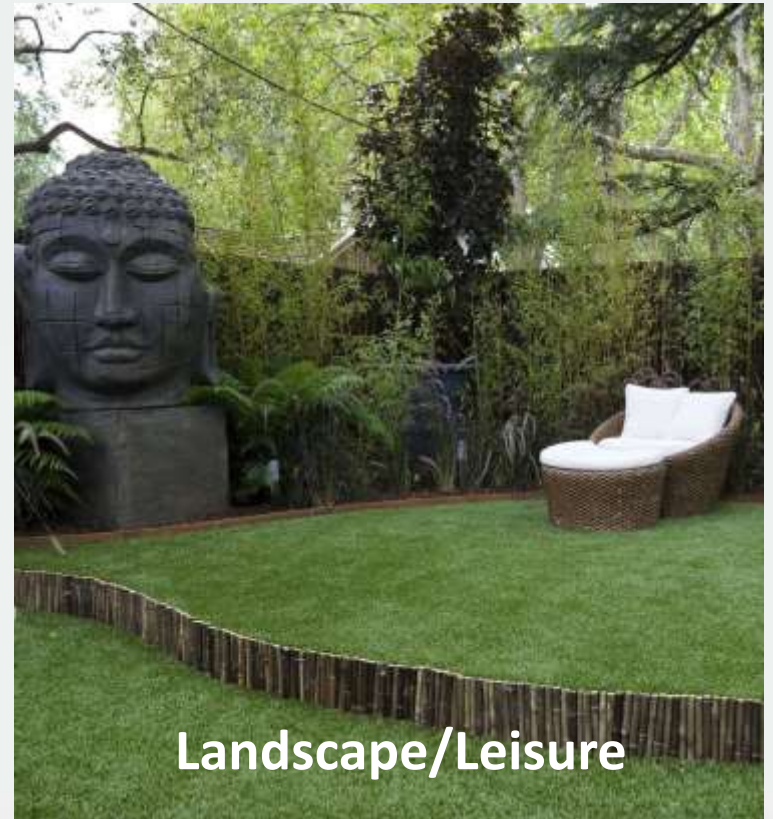
“Licensed to all major international sports bodies ”



Education



Sports



Landscape/Leisure

Sole distributor for India &
neighbouring countries – 2010

Design, build, install & maintain

In house team

Offices in Kolkata, Delhi, Mumbai &
channel partners in Baroda, Pune,
Raipur & Hyderabad

TigerTurf NZ's largest export market
for synthetic grass outside Australia



5 long hard years to get underway

Shared vision that the surfaces we build change lives

- Play, laughter and fun
- Skills development
- Fitness and health

A commitment and belief in the TigerTurf products for India by Altius Sports

3 years of training, travel, skills development and sunk costs by both parties

Development of relationships that have become friendships that ensure total transparency



Altius – some pug marks

- Only FIH approved hockey field in India on which play is possible both wet & dry
- First “green” artificial football field at American Embassy School, New Delhi
- 55,000 sq.ft. on terrace of school for multi sport application (Hockey, Futsal, Tennis, Basketball), Rajkot
- Home to the Liverpool Academy at the DSK Shivajians which is also the largest artificial football field in India at Pune
- The single largest turf installation for recreational space including performance sport in Asia at Mumbai spread over 150,000 sq.ft.
- Cricket wickets for the BCCI for their indoor and outdoor wickets including the National Cricket Academy, Bangalore
- Indoor sports performance gymnasium at Chennai with lifetime warranty



American International School - Chennai



American Embassy School – New Dehli



Our 1st hockey field in India – Amritsar



Football cum recreational field - Mumbai



Healthy living for Realty - Kolkata



THE TIMES OF INDIA

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How are partners
perceive us

The Telegraph



Thank you Ruchi Realty
for believing in our "Love
of the Sport" Team
Altius

Not just living. Active living.
From today!



The Telegraph,
front cover,
April 21st, 2012

1 – TigerTurf
Greens

2 – TigerTurf's
basketball,
TigerPave

3 – TigerTurf
Pure Putt

4 – TigerTurf's
TigerPlay
(Kindy)



Multisports field – New Delhi



Experience/why has it worked

- We share a vision
 - Presence (of Altius Sports)
 - Support (of TigerTurf)
 - Product (of TigerTurf)
 - Passion (of Altius Sports)
 - Brand creation both TigerTurf and Altius
-
- Zero downtime (Altius are available 24/7)
 - We are very similar in many ways
 - We both believe our products change lives for the better





for more visit
www.tigerturf.com