



ALL INDIA FOOTBALL FEDERATION

**CLARIFICATIONS IN RELATION TO THE REQUEST FOR PROPOSAL (RFP) FOR AWARDING THE RIGHT TO
MONETISE CERTAIN COMMERCIAL RIGHTS BELONGING TO THE ALL INDIA FOOTBALL FEDERATION FOR
A LIMITED TERM**

Date: 25 November 2025

ALL INDIA FOOTBALL FEDERATION

Football House, Sector 19,

Dwarka, New Delhi – 110 075

RFP FOR AWARDING THE RIGHT TO MONETISE CERTAIN COMMERCIAL RIGHTS BELONGING TO THE ALL INDIA FOOTBALL FEDERATION FOR A LIMITED TERM

The RFP was issued on 14 November 2025 by AIFF, by way of publication on its website. Interested bidders were provided with time until 21 November 2025 to seek clarifications. In light of the clarifications sought by interested bidders from AIFF, the following amendments/modifications/clarifications to the RFP are being issued:

Q. No	Questions	AIFF Comment
1.	Could AIFF please confirm that IWL will always remain the top tier domestic professional football league club competition in India and IWL2 will always remain one tier below the IWL during the term.	The IWL and IWL2 will remain the top two (2) tiers of women's professional football league club competitions in India for the duration of the Term.
2.	Given the Term and the expected role of the commercial partner in the development of Indian football, we wish to understand if the AIFF will provide the commercial partner the right of first refusal to acquire commercial rights for other competitive national events other than the Competition, such as Super Cup etc. which may be introduced in the future and/or engage with the commercial partner in good faith for any such events that the commercial partner proposes.	<p>A right of first refusal (“ROFR”) granted to the Rights Holder will be limited to 11-a-side domestic women's club football competitions other than the Competitions such as other cup competitions, if introduced. This ROFR allows the Rights Holder the initial opportunity to discuss and acquire these rights on mutually agreed terms. If the Rights Holder chooses not to proceed, the AIFF will be free to explore arrangements with third parties. No additional “right to match” will apply; once the opportunity under the ROFR is declined, the Rights Holder will not have a subsequent right to revisit or match terms offered by others.</p> <p>The terms and conditions relating to the ROFR would be provided in the Contract.</p>
3.	Could AIFF confirm that no commercial rights or other rights of any nature continue to vest with any third party in relation to the IWL and/or IWL2?	No rights pertaining to the Competitions currently continue to vest with any third party.
4.	Can AIFF clarify if any disputes are on-going with any third party in relation to the IWL and/or IWL2?	As of date of this document, there are no ongoing disputes in relation to the Competitions.

Q. No	Questions	AIFF Comment
5.	Can the AIFF please clarify the events covered under and commercial model followed in respect of the previous seasons of the IWL and IWL2?	The previous seasons of the Competitions were supported by centralized subsidies distributed by AIFF. The current RFP marks AIFF's first independent commercial rights offer for the Competitions.
6.	While we understand that AIFF shall retain the ownership rights to all match related data, kindly clarify whether the commercial partner will be able to leverage such data and analytics for commercial purposes?	<p>The Rights Holder may use match-related data and analytics for the enhancement of promotion, coverage, statistics, and graphics in connection with the Competitions. The Rights Holder may leverage such data within the scope of the license for approved commercial purposes and may monetize these activities as permitted under the Contract. However, the data rights will remain owned by the AIFF.</p> <p>The Rights Holder shall be expressly prohibited from selling, sublicensing, or otherwise transferring the right to use such data to any third party.</p>
7.	We request AIFF to confirm the commercial inventory that will be available to the commercial partner and teams each year in relation to the Competitions, and the manner in which the commercial inventory may be used and monetised by the commercial partner.	<p>The Rights Holder will have access to sixty per cent (60%) of total commercial inventory on all central collaterals, including press conference backdrops and perimeter boards/LED boards in relation to the Commercial Rights.</p> <p>The commercial inventory split will be allocated as follows: sixty per cent (60%) to the Rights Holder, ten per cent (10%) to AIFF, and thirty per cent (30%) to the clubs participating in the Competitions, per Match. The Rights Holder may use and monetize their commercial inventory rights within the terms agreed upon in the Contract.</p>
8.	Can the Commercial Rights be exercised on a worldwide basis or are they limited to India?	Please refer to Section 2.1(II) of the RFP.

Q. No	Questions	AIFF Comment
9.	<p>Could AIFF please specify the minimum standards that will constitute ‘reasonable expectation’ for graphic inserts and commentary (example: English only commentary along with starting lineups and score graphic)?</p>	<p>The minimum standards constituting ‘reasonable expectation’ for graphic inserts and commentary will include key match statistics such as:</p> <ul style="list-style-type: none"> • Ball possession (time and percentage) • Yellow cards and red cards • Goals scored • Shots and shots on target • Fouls and corners • Offsides • Passes and passes per possession • Possessions with shots (percentage) <p>Player-specific statistics will include:</p> <ul style="list-style-type: none"> • Minutes played • Goals and assists • Yellow and red cards • Shots and shots on target (with percentage) • Offsides • Fouls committed and fouls suffered
10.	<p>Will the commercial partner get access to the archival footage from all the past IWL & IWL 2 seasons? If yes, could you please specify what the archival footage will include (full matches, highlights, training footage, etc.)?</p>	<p>AIFF will on a best-efforts basis provide to the Rights Holder - access to archival footage in its possession from the past seasons of the Competitions.</p>
11.	<p>Could AIFF please clarify the expected length of the opening, closing and award ceremonies?</p>	<p>The expected length of the Ceremonies will be mutually discussed and agreed upon with the Rights Holder.</p>

Q. No	Questions	AIFF Comment
12.	Are such ceremonies mandated to be part of the live broadcast and is the commercial partner required to bear all expenses for them?	<p>While opening ceremonies are not mandated to be part of the Broadcast, the Rights Holder is free to introduce them if they wish to enhance the Competitions' commercial appeal.</p> <p>A standard prize distribution ceremony at the conclusion of each Match is customary and has been standard. Hence, the Rights Holder would be expected to bear the associated costs under production and marketing obligations as laid out in <u>Annexure D</u> in the Contract.</p>
13.	Request the AIFF to please share all Competition Rules currently in effect with respect to the IWL and IWL 2. While we understand that the football and sporting (including Laws of the Game and disciplinary) aspects of such rules remain the prerogative of the AIFF, it would be important for the growth and sustainability of the league that the commercial partner is consulted on specific operational and structural areas of the league especially related to commercial guidelines and sponsorship regulations, competition format, scheduling and number of matches.	<p>Competitions' rules and structure including formats and number of matches, have an impact on the technical development of players and hence will be, subject to change basis inputs received from AIFF bodies, and the impact of the same shall be determined in the Contract.</p> <p>However, AIFF recognizes the importance of consulting the Rights Holder on operational and structural aspects, especially commercial guidelines and sponsorship regulations. While commercial guidelines are primarily the Rights Holder's responsibility, AIFF retains the right to reasonably intervene to protect the interests of participating clubs and all stakeholders involved, ensuring fairness.</p>
14.	Could AIFF please share a copy of the current operational rules or the previous season's operational rules to understand and assess the commercial rights usage? As mentioned above, will the Commercial Rights Holder have a say in determining any revised commercial rules and guidelines?	<p>The applicable Competitions' Regulations will be shared by the AIFF.</p> <p>Kindly refer to Q, 13, in relation to determining the amendment of commercial rules and guidelines.</p>

Q. No	Questions	AIFF Comment
15.	We request AIFF to increase the term to 15 years (instead of 5 years) for the competitions since the commercial partner will invest significant amounts with limited returns in the first 5-10 years. This runway will allow the commercial partner to build the league, position it and drive maximum commercial value for the benefit of all stakeholders involved.	<p>While the current term of the Contract shall be limited to five (5) years, the Rights Holder shall have the opportunity to extend its association with AIFF through a mutual agreement prior to any re-tendering process.</p> <p>The terms for extension will reflect the valuation of the Competitions at that time and will not be lower than the existing Guaranteed Payment, adjusted annually by ten per cent (10%) inflation or twenty per cent (20%) of the total Gross Revenue from the last completed season of the Competitions, whichever is higher.</p> <p>The Contract shall provide for a ROFR along with an exclusive negotiation period which will expire six (6) months prior to the expiry of the Term, contingent on performance indicators and subject to the above terms.</p>
16.	Will the AIFF provide any contractual processes to enable the rightsholder to extend the term on favourable terms (e.g. RoFR)?	Yes, please refer to the ROFR mechanism mentioned in Q.15 above.
17.	Could AIFF clarify what happens to the term in case a season for any reason is not held in a calendar year?	In the event a season of any Competition is cancelled, payments related to that season are suspended.
18.	In continuation to the above, will the term then have only 4 seasons of the IWL and/or IWL2 (as per the current “term” of the RFP); or will the term be extended by a year; or will 2 seasons of the relevant competition be held within one calendar year?	The term as defined in the RFP refers to five (5) seasons of the Competitions starting from IWL 2025/26.
19.	In the case, where a season of IWL and/or IWL2 is not held, how will AIFF adjust the Fees payment since currently the same is clubbed for both the competitions?	In case both IWL and IWL 2 are cancelled – The payments will stand suspended.

Q. No	Questions	AIFF Comment
		<p>In case IWL is conducted and IWL 2 is cancelled – The Guaranteed Payment will be reduced by twenty per cent (20%).</p> <p>In case IWL is cancelled and IWL 2 is conducted – The Guaranteed Payment will be reduced by seventy per cent (70%).</p> <p>In case IWL and/or IWL 2 is partially conducted – The Guaranteed Payment will be reduced on a pro-rata basis, in the context of the abovementioned principles.</p>
20.	Can AIFF confirm whether the Bid Due Date submission deadline is 17:00 hrs IST or 18:00 hrs IST on November 29th?	The Bid Due Date will be extended to 17:00 hrs IST on 5 December, 2025.
	Could AIFF please confirm whether the Networth requirement is INR 30 crore for individual bidders and INR 100 crore only for Consortium bidders?	<p>The networth requirement is INR 30,00,00,000 for both individual bidders and consortium bidders.</p> <p>Further, the net worth of a group company may be used to prove net worth, only if such group company is part of the Consortium bidding for Rights under the RFP. In the event, such group company does not form a part of the Consortium, a Bidder may rely on the net worth of a group company of one of the members of the Consortium, provided such group company issues an annual rolling bank guarantee for an amount equivalent to the Guaranteed Payment, during the Term of the Contract.</p>
21.	AIFF to please clarify if there any existing contracts/arrangements in place which may impinge on the exclusivity of the Rights Holder during the proposed Term? If yes, AIFF to please clarify the nature, scope and duration of such contracts/arrangements.	<p>AIFF has an arrangement for the provision of official Match balls.</p> <p>There are no other contracts/arrangements which may impinge on the exclusivity of the Rights Holder during the Term.</p>

Q. No	Questions	AIFF Comment
22.	Can AIFF please clarify whether, as per 6.1 (c) (i), the commercial partner has the ability to bring on a naming rights partner for the competitions instead of using its own brand, which will include the an integrated logo unit comprising the naming partner's logo and the event logo, and that such integrated logo unit will be used across all mediums (including but not limited to broadcast, on-ground, marketing promotions, PR and any other activities) by all stakeholders (AIFF, clubs, commercial partner, etc.).	Yes, the Rights Holder has the ability to bring on a naming rights partner for the Competitions instead of using its own brand.
23.	As part of the commercial rights will all on-ground sponsorship rights similar to the broadcast rights also be available to the commercial partner (stadium and field branding, perimeter boards, sponsor product activations, etc.)? Additionally, will there be category exclusivity for key designations at the competitions level (e.g., Title, Co-Sponsor & Beverage Partner)?	<p>Sixty per cent (60%) of on-ground sponsorship rights would be allocated to the Rights Holder.</p> <p>While the rest of the on ground commercial inventory on a match day would lie with the host club, the Rights Holder would also be allowed to have activations and displays within the 'Competition Bowl' and around the 'Field of Play'. Such activations would be exclusive for central sponsors.</p> <p>Areas such as VIP boxes and concourses can be made available for stalls/activations for central partners with due consultation with the host club but they would primarily remain club inventory. Category exclusivity would only be provided for a title sponsor.</p>
24.	We would request AIFF to allow the commercial partner to identify and formulate the commercial strategy, including designations for various sponsors and partners that the commercial partner brings on board. Currently, as per 6.1(c) the commercial partner is limited by the designations provided above which may limit the commercial output of the competitions.	Yes, however the AIFF would not provide any guarantees such as category blocks relating to participating clubs.
25.	Does the commercial partner retain the freedom to determine sponsorship pricing?	Yes, pricing and nature of sponsorship packages and categories to be determined based on market sentiment by the Rights Holder.

Q. No	Questions	AIFF Comment
26.	Will the AIFF undertake any rights protection activities (e.g. anti-ambush marketing, anti-piracy, etc.) to secure the Commercial Rights during the Term?	This will be addressed in the Contract where each party will provide reasonable assistance to the other party for protection of their intellectual property rights. All costs relating to rights protection to be borne by the Rights Holder.
27.	What is the current allocation of stadium and pitch side branding for the commercial partner?	Sixty per cent (60%) of the branding will be allocated to the Rights Holder.
28.	Could AIFF please share the current commercial and sponsorship guidelines; or define the commercial entitlements available for the commercial partner on-ground.	Please refer to the response to the query at Q. No 24.
29.	Who bears the cost of installation and operations for these hoardings and/or any other commercial branding on-ground?	The Rights Holder shall bear costs of the same out of an activation budget with the respective partner brands.
30.	Will these costs be considered part of the Operational Expenses deductible?	No, these will not form a part of deductible operational expenses.
31.	Are there any current on-going commitments that AIFF has for either sponsors, partners or any other third party relating to the competitions? If yes, could you please clarify if such on-going commitments will receive any branding/marketing/PR presence in the build up and during the respective seasons of the competitions or if the commitment is limited to providing a RoFR to the AIFF's sponsors and partners to negotiate with the commercial partner?	Please refer to the response to the query at Q. No 22.
32.	Could AIFF please clarify the exact commercial time available pre, during and post the match? Would it also include drinks breaks (if applicable).	To be determined by the Rights Holder. The breaks between halves would be as per the Laws of Football.

Q. No	Questions	AIFF Comment
33.	<p>Will the Rights Holder receive access to players, coaches, managers, etc. for:</p> <ul style="list-style-type: none"> • Sponsor obligations • Interviews (pre-match, in-match, post-match) • Press conferences • Content requirements and commercial shoots 	<p>Such access can be provided to the Rights Holder as long as commercial engagements do not endorse a brand or a product and only promote the Competitions, and do not infringe on a player's personal image rights. The same will be covered in the Contract, and the participation agreement to be entered into between AIFF and the participating clubs.</p>
34.	<p>Can AIFF define what is a reasonable request and what is the sufficient timeline to request for access?</p>	<p>To be detailed in the Contract and the participation agreement to be entered into between AIFF and the participating clubs. In general, a club would be required to make the coach and one/two players of the Rights Holder's choice available on a Match day - 2/3 days for a thirty (30) minute slot as long as the request is shared one hundred twenty (120) hours prior to kickoff. This will be subject to any decisions that may be made by the coaching staff at the respective clubs.</p>
35.	<p>In order to maximize marketing efforts, league and player build up, and in line with other domestic professional leagues, access to players and player imagery, including for central/event sponsors will be critical. We therefore request AIFF to kindly allocate specific player times and ensure teams provide access to players during the mentioned time. This may include activities like photo/video shoot, graphics shoot, player interviews, etc. along with sponsor meet and greets and football development activities. This will also result in building player profile.</p>	<p>Yes, the same will be clarified in the Contract.</p>
36.	<p>Considering that the commercial partner will have taken the rights from the AIFF to commercialize and monetize the competitions, the commercial partner should have the final say in the onboarding of a particular sponsor.</p>	<p>Yes, the onboarding of such sponsors will be mutually discussed, as described in Section 6.1 of the RFP.</p>

Q. No	Questions	AIFF Comment
37.	We request the AIFF to consider passing on 100% of the sponsorship amount to the commercial partner considering the commercial partner would be paying the “Fees” and the net revenue to the AIFF.	In order to assist in building the value of the Competitions, AIFF would also working independently across properties often with third parties/sponsorship agencies. Thus, AIFF would retain a standard slab of twenty per cent (20%) of the fees to offset any agency fees or internal expenses. The Rights Holder however would retain rights in this case to refuse a partner that AIFF may present if they believe it does not meet their valuation requirements or align with their commercial strategy.
38.	Request that AIFF share the list of currently approved production and distribution sub-licensees for live feed generation?	The Rights Holder shall be free to engage any sub-licensee for live feed generation, production and/or distribution.
39.	What is the process to become an AIFF approved sub-licensee?	Please refer to response to query at Q. No 38.
40.	Request that AIFF share the list of sub-licensees?	Please refer to response to query at Q. No 38.
41.	In the context of 6.2 (a) (i) and (ii), we request that the commercial partner have the freedom to prepare and execute a strategy for optimum broadcast of the Competitions.	This is acceptable. However, a minimum specified standard of production and streaming must be ensured for every Match to provide adequate visibility for all club sponsors. The Broadcast approach for IWL 2 may be determined by the Rights Holder in consultation with AIFF, provided that all final round Matches in relation to IWL 2 are part of the Broadcast.
42.	Could AIFF provide the list of its existing sponsors and rights granted,	There are no existing sponsors pertaining specifically to the Competitions, apart from a broader arrangement for the supply of official Match ball across all AIFF competitions.
43.	Do any of these existing sponsors impose restrictions for the commercial partner across any category of sponsors impacting its ability to monetize the competitions.	No, none of the existing sponsors impose any category-based restrictions on the commercial partner that would affect its ability to monetize the Competitions.

Q. No	Questions	AIFF Comment
44.	Kindly also clarify whether there are any current AIFF sponsors for IWL & IWL2.	There are no existing sponsors pertaining specifically to the Competitions, apart from a broader arrangement for the supply of official Match ball across all AIFF competitions.
45.	Kindly clarify the process AIFF will adopt if in future any of AIFF's sponsors conflict with IWL & IWL2 sponsors. We would request that any future AIFF sponsors not be granted any rights with respect to the IWL and IWL2.	AIFF is agreeable to this and confirms that any future AIFF sponsors will not be granted rights in respect of the Competitions.
46.	Could AIFF clarify what 'reputable standing' means in the context of the competitions?	'Reputable standing' would refer to sponsors whose primary business is not prohibited under the Applicable Laws and which do not conflict with any existing sponsorship arrangements of AIFF.
47.	Can AIFF provide a list of entities/sponsor categories which are blacklisted or deemed unsuitable?	This would include all categories of sponsorship that are prohibited under the Applicable Law. AIFF does not impose any additional restrictions.
48.	Could AIFF clarify that central AIFF sponsors will have no conflict on any sponsors that the commercial partner will onboard of the competitions.	AIFF confirms that central AIFF sponsors will not have any conflict with respect to the sponsors onboarded by the Rights Holder for the Competitions.
49.	Kindly clarify what "other expenses" include. We would request AIFF to permit the commercial partner to specify the nature of expense that may be incurred and deducted from the Gross Revenue. Further, we request that all approvals be made within specified timelines for operational efficiency.	We have provided for the same under Section 6.2(v) of the RFP. The timelines shall be discussed once the Rights Holder is selected.
50.	Given the nature and current scale of the IWL and IWL 2, the Commercial Rights Partner will be required to invest significantly in storytelling, content creation, digital distribution, brand-building, and establishing the league's distinct identity. To be able to elevate the	We will clarify and expand this in the Contract. Please see our responses to each sub-point below:

Q. No	Questions	AIFF Comment
	<p>Competitions to the level they deserve and to ensure that the tournament is positioned, marketed, and monetized sustainably over the Term the following rights will be critical for any potential partner:</p> <ul style="list-style-type: none"> • Non-live content rights (social media content, highlights, match-day clips, interviews) • Shoulder content rights (docu-series, behind-the-scenes access, athlete storytelling, feature formats) • Digital platform management rights (official website, app, OTT channel, league social channels) • Stadium and venue branding rights beyond digital perimeter boards • Press conferences, mixed-zone (fan parks, community events, etc.) and ceremony branding rights • Category rights (fantasy sports, gaming, technology, digital engagement products) • Merchandising and collectible rights (including apparel, trading cards, figurines, digital collectibles) • Trophy, awards, mascot and anthems and existing league IP usage rights including images and videos • Allocation of matchday tickets (hospitality, general, etc.) • Right of first refusal for any new rights that AIFF will introduce during the term for the IWL & IWL2. <p>We kindly request AIFF to reassess the “Reserved Rights”, to ensure adequate opportunities are available with the commercial partner to maximize monetization of the competitions and position it as the leading women’s football product.</p>	<ul style="list-style-type: none"> • Non-live content rights (social media content, highlights, match-day clips, interviews) - Granted, distribution mechanism to clubs and embargo periods to be detailed in the Contract with regards to non-commercial usage by clubs and AIFF on their social media. • Shoulder content rights (docu-series, behind-the-scenes access, athlete storytelling, feature formats) - Granted • Digital platform management rights (official website, app, OTT channel, league social channels) - Granted • Stadium and venue branding rights beyond digital perimeter boards - Granted with regards to stadia masking and branding in consultation with clubs. Any expenses in this regard would be taken up by the Rights Holder and not the host club. However, since this is a non-centralised competition with clubs taking up most of the operational expense on ground, ‘non bowl’ assets/non FOP related branding will remain with the respective clubs. • Press conferences, mixed-zone (fan parks, community events, etc.) and ceremony branding rights - Granted • Category rights (fantasy sports, gaming, technology, digital engagement products) - Granted subject to Applicable Laws • Merchandising and collectible rights (including apparel, trading cards, figurines, digital collectibles) - Granted • Trophy, awards, mascot and anthems and existing league IP usage rights including images and videos - Granted • Allocation of Matchday tickets (hospitality, general, etc.) - Granted, subject to the total ticketing inventory made available by each club. • ROFR for any new rights that AIFF will introduce during the Term for the Competitions. - Granted, to encourage consolidation of rights, only related to ‘Women’s Club Competitions’ at the national level.

Q. No	Questions	AIFF Comment
		“Reserved Rights” - This may be addressed and discussed in the Contract. Please note that data rights in relation to the Competitions will remain with AIFF.
51.	What is the process to seek further clarifications on the responses received from AIFF?	Yes, further clarifications may be sought. AIFF will accept requests for additional clarifications until seventy two (72) hours prior to the Bid submission deadline.
52.	We seek clarification on whether AIFF requires the commercial partner’s past experience in both – (i) curating, producing, selling, distributing and managing sponsorship, media and other commercial rights which may relate to either event sponsorship and/or broadcast sponsorship; and/or (ii) only number of broadcast hours across sporting and/or live events managed?	Kindly refer to Section 14.4 of the RFP. The evaluation criteria set out in this Section clarify the parameters that will be applied.
53.	Referring to the above questions, if the commercial partner is expected to provide AIFF details for both (i) & (ii) separately, then how will the points/assessment be split across the two.	Kindly refer to Section 14.4 of the RFP. No separate point allocation is contemplated for the two parameters referred to above beyond what is already outlined in Clause 14.4.
54.	We believe that the competitions covered under this RFP require the right positioning, marketing and support to elevate its stature and standing in the Indian sporting ecosystem. A criterion which is covered under the technical bid. Hence, we request AIFF to take into consideration the potential commercial partner’s intent to build the competitions as one of the determining factors, along with the guaranteed payment, while selecting the eventual commercial partner and we urge the AIFF to not select a commercial partner purely on the basis of just the guaranteed payment as we believe it may not be a	The final position and clarification will be formally stated in the corrigendum.

Q. No	Questions	AIFF Comment
	true reflection of the commercial partner's ability to grow, monetarily and non-monetarily the said competitions.	
55.	For each of the criterion is there a minimum threshold that AIFF is looking at and if one or all potential commercial partners cross the threshold, they receive the points; or are there slabs/bifurcations within each criterion to determine the points a partner can earn? If so, could you also elaborate on the minimum thresholds and/or slabs/bifurcations for each criterion?	The final position and clarification will be formally stated in the corrigendum.
56.	We wish to clarify that the revenues which will be considered will be net of all direct and indirect expenses including agent fees, etc. Further, we would request that barter value be excluded from the calculation of Gross Revenues.	Yes, the Net Revenue would be considered net of fees such as agent fees. Any other expenditures if incurred would need to be disclosed and discussed at the time of signing the Contract in confidentiality, with the core team at AIFF in the interest of transparency and calculation of Net Revenues. As a large number of sponsorships would have an 'in kind' element, a percentage of the total valuation of same would be used in calculation of Gross Revenues, i.e., a sponsorship package worth Indian Rupees One Crore (INR 1,00,00,000) has Indian Rupees Fifty Lakhs (INR 50,00,000) in cash and Indian Rupees Fifty Lakhs (INR 50,00,000) lakh worth material in kind, and the predetermined discount of 'in kind' elements have been set at twenty five per cent (25%) (for example) then for the purpose of Net Revenue calculation, Indian Rupees Fifty Lakhs (INR 50,00,000) cash element + (twenty five per cent (25%) of Indian Rupees Fifty Lakh (INR 50,00,000)) or Indian Rupees Twelve Lakh Fifty Thousand (INR 12,50,000) would be considered, ascertaining the total value of the deal at Indian Rupees Sixty Two Lakh Fifty Thousand (INR 62,50,000). If certain categories such as 'Media Partners', 'Radio Partner', 'Print Partner' or 'Broadcast Partner' have absolutely no cash element/direct revenue from and are deemed to merely serve in efforts to popularise the

Q. No	Questions	AIFF Comment
		Competitions, then these can be considered for exemption from the Gross Revenue calculation. Additionally, if certain sponsors directly help in subsidising operational expenditure of participating clubs, then the 'in kind' or 'barter value' elements of these deals would be exempt from being included within the Gross Revenue calculations.
57.	We kindly request the AIFF to confirm if the current IWL names and logos are registered and share the current IPs registered by the AIFF in relation to the IWL and IWL 2.	The registered intellectual property will be shared in due course.
58.	We also request AIFF to procure the respective licenses/NOC from the respect clubs and their players/technical staff for the usage of their IPs (such as logos, names, etc.) to the commercial partner to exercise the commercial rights.	These should typically be obtained as part of the participation agreement, to allow AIFF or its licensees the right to promote the Competitions.
59.	During the course of the term, several IPs maybe created on-air or in partnership with sponsors, we urge AIFF to consider that any IP created by the commercial partner rests with the commercial partner, while AIFF may impose that the commercial partner cannot leverage such IP in relation to the competitions post the term.	This is acceptable, provided that AIFF shall retain the right to use such IP for non-commercial purposes after the expiry of the Term.
60.	This is to clarify that any such permission that the commercial partner will seek from AIFF will not be unreasonably withheld.	This is acceptable.
61.	Could AIFF clarify what 'some part' of the services mean in the context of this RFP?	This will refer to sub-Sections of the rights granted in itself, but not all the rights granted to the Rights Holder.
62.	Could AIFF clarify if the commercial partner(s) bidding for the RFP have already mentioned sub-contracting as part of the bid, will they need additional approval from AIFF?	No, additional approval will not be required.

Q. No	Questions	AIFF Comment
63.	Can AIFF confirm the projected number of matches in IWL and IWL 2 for each of the five seasons under the Term?	<p>For the 2025-26 season, the IWL will include fifty six (56) matches, which is expected to increase to approximately ninety (90) matches upon expansion to ten (10) teams within the Term. AIFF ultimately aims to expand the IWL to twelve (12) teams to provide the participating pool of players a long enough structured competition calendar for their technical development, the pace and timings of any such expansions would be done in close consultations with the Rights Holder keeping an eye on its commercial implications and sustainability.</p> <p>For IWL 2, the final round currently consists of fifteen (15) matches. The competition structure for IWL 2 may be modified in consultation with the Rights Holder.</p>
64.	In case AIFF does not currently have the projected number of matches for any of the seasons of the term, kindly provide the minimum and maximum number of matches for those particular seasons.	Please refer to the response provided above.
65.	Can AIFF confirm the minimum production standards to be able to assess the costs.	To be determined and assessed by the Rights Holder. The basic requirement and the maximum expenditure threshold have been provided in the RFP in Schedule D.
66.	Can the AIFF please clarify if any on-ground support will be provided for TV/Broadcast production (e.g. will camera stations/risers/scaffolding, internet access, etc. be provided to the commercial partners)?	On-ground support for TV/broadcast production will be facilitated by AIFF for centrally scheduled matches, and by the respective clubs for home and away fixtures.
67.	Can the AIFF please clarify the specific cost heads/items/areas considered under the production and marketing expenses?	Production expenses will include the costs associated with the production of Matches and any carrying costs related to the Broadcast or streaming of the feed for a global audience.

Q. No	Questions	AIFF Comment
68.	With respect to the above, we request clarity that the amount to be deducted from the gross revenue being referred to as “Guaranteed Payment” refers to “Fees” which includes guaranteed payment or 5% of the gross revenues whichever is higher.	Yes, this should refer to the Guaranteed Payment or 5% of the Gross Revenues, whichever is higher.
69.	In the case the commercial partner is able to generate revenues in excess of guaranteed payment and production and marketing costs, and if such revenues do not cover any of the previous season’s losses, we request that the commercial partner be permitted to carry forward its losses of the previous years.	Yes, the Rights Holder would be allowed to carry forward previous season’s cumulative losses, if any, to protect investments made by the Rights Holder for the growth of the Competitions. In case there are previous season’s losses that need to be offset, a total of up to 50% of the season’s Net Revenue may be allocated per season towards the same instead of the standard 40% share for a Rights Holder. The remaining Net Revenue would be distributed on a pro-rata basis in accordance to the net share revenue distribution model in Part B of Annexure E.
70.	Considering the commercial partner is required to submit its audited accounts at the end of the year, we recommend that the commercial partner first is allowed to recover all its cumulative losses incurred during the term before sharing the net revenues of a particular season with AIFF.	Please refer to our response to Q. 69 above.
71.	We would request AIFF for guidance on the manner in which the commercial valuation for IWL and IWL2 was undertaken, and any data (viewership, sponsorship, attendance, etc.) which was considered for the valuation and can be shared with us for a better understanding of the IWL over 9 years and IWL 2 over 2 years.	After nine (9) years of establishing the IWL through earmarked subsidies from the ‘Master Rights Agreement’, this is the first time the AIFF is floating Indian Women’s Football as an independent IP. The IWL was covered by central MRA partners such as ‘Hero Motorcorp’ that had the rights to title sponsorship for all IPs in the MRA bucket and hence women’s football was not sold independently. After establishing the IWL as the top tier of women’s club competitions in India, the long-term vision of the AIFF is to bring in a partner that would help facilitate Indian women’s football to take its next stem, find its own independent

Q. No	Questions	AIFF Comment
		commercial appeal and grow its own ecosystem. With regards to the Minimum Guarantee amount set, the AIFF intends to use this money to cover referee, match commissioner and any other associated costs specific to the Competitions only which currently amounts to almost Indian Rupees Two Crores (INR 2,00,00,000) per season. Further, the balance portion of this amount after the deduction of the said costs have been earmarked for immediate redistribution to participating clubs during this transition period to ensure it minimises their financial load in the absence of any central subsidy.
72.	<p>While the potential for women's football is immense, the sport is still developing. In this context, we would submit that the AIFF consider –</p> <ul style="list-style-type: none"> a. a lower 'guaranteed payment' for each season b. net revenue to be applicable only after the commercial partner has recovered its cumulative losses accrued through the previous years of the 'term' c. a joint discussion on the net revenue split with the commercial partner d. consulting the commercial partner on the allocation methodology on the 'fees' to be shared with the IWL/IWL2 clubs excluding AIFF expenses to ensure that the commercial partner is able to market and commercialize the league in the benefit of all stakeholders. 	<p>The Net Revenue sharing has been carefully devised keeping in mind an equitable balance between the Rights Holder and the clubs. Prioritising the long-term growth of the Competitions, the AIFF itself has kept only about six per cent (6%) of the total Net Revenue share, forty per cent (40%) goes to the Rights Holder, forty two per cent (42%) to the IWL Clubs and twelve per cent (12%) to the IWL 2 Clubs. However, the AIFF is open to meaningful consultations on the same. Further, response to question (b) is provided in Q69 above.</p>
73.	<p>In order to be able to assess the costs of the competitions as required by AIFF for the commercial partner we seek clarifications on the following,</p> <ul style="list-style-type: none"> a. Total number of matches in each competition in each year for the term 	<p>Please see below our responses:</p> <ul style="list-style-type: none"> (a) already covered in response to Q 63 above. (b) Can be determined in scheduling talks, the intent would be to have a 5-month defined competition window within the AIFF Women's calendar. (c) Answered in point (a)

Q. No	Questions	AIFF Comment
	<p>b. Total number of match days in each competition in each year for the term.</p> <p>c. Total number of teams participating in each competition in each year for the term (including any expansion plans). Will the Commercial Partner be consulted prior to any expansion of teams in each competition?</p> <p>d. In case the answers to 73(a), 73(b), 73(c) not available as requested above, kindly provide us with the minimum number of matches/matchdays/teams and the maximum number of matches/matchdays/teams for each season during the “term”.</p> <p>e. Fixed window for each competition in each year for the term</p> <p>f. Format for each competition, including,</p> <ol style="list-style-type: none"> i. Number of matches each day ii. Number of cities and/or venues iii. Timing of the matches (morning, evening, etc.) <p>We request that the commercial partner be consulted on the format, city, and structure of both the competitions.</p>	<p>(d) IWL Minimum Matches – Fifty six (56), to be expanded to ninety (90) over the Term of the Contract. In a best case scenario, the maximum matches in the IWL would be one hundred and thirty two (132) matches. In relation to IWL 2 the minimum number of matches are fifteen (15) and the maximum matches would be twenty eight (28).</p> <p>e. November to March (tentative) to be finalised alongside the Rights Holder.</p> <p>f. This will be discussed with the Rights Holder prior to executing the Contract.</p> <p>Rights Holder will be consulted on the format, city, and structure of both the Competitions, with considerations already elaborated in the response to Q13.</p>
74.	<p>In relation to query 73 above, we request clarify from the AIFF on –</p> <p>a. The proposed governance structure for the Competitions and the proposed role of the commercial partner especially in decision making.</p> <p>b. Any eligibility, financial, and procedural safeguards that the AIFF currently has in place to protect the stability of clubs/teams, and any data that the AIFF can share on IWL/IWL2 clubs that have closed over the past 9 years.</p>	<p>Please see below our responses –</p> <p>(a) Rights Holder would be given a large degree of autonomy with regards to matters related to marketing, Broadcast, commercial partnerships and overall exploitation of rights to grow the IP from a central rights perspective within the confinements of the Contract. AIFF would assist and facilitate conversations and mediate if required between various stakeholders.</p> <p>(b) Club licensing criteria to be brought in next season onwards covering the same.</p>

Q. No	Questions	AIFF Comment
75.	<p>We request the AIFF to clarify if the commercial partner will be required to undertake:</p> <p>a. additional costs outside of broadcast production and marketing, including matchday operations. If yes, what would these costs be and what would the estimated amounts be?</p> <p>b. costs for non-technical stadium and matchday operations?</p>	<p>Please see below our responses:</p> <p>(a) None beyond production, transmission, central sponsor servicing and marketing of the Competitions.</p> <p>(b) No, these would fall under the purview of the club expenses. However, any branding, masking, activations for central sponsorships or Competitions' brand building would be borne by the Rights Holder through respective activation budgets with partner brands.</p>
76.	<p>Request AIFF to please give a detailed requirement of the minimum standards of the event that will be organised and what elements will be included.</p>	<p>The RFP provides adequate details relating to the Competitions.</p>
77.	<p>The commercial partner would request the rights to the creation of any future properties in women's football – such as 5-a-side and/or 7-a-side competition in addition to the 'Competitions'.</p>	<p>No, the Contract would be confined to women's club competitions in 11-a-side formats. However, ROFR can be offered to related women's football club competitions such as a Super Cup if introduced for allowing consolidation of related rights.</p>
78.	<p>Would any commercial rights of the Indian national women's team (across all age groups) competitions held in India for which AIFF holds the rights, be extended to the commercial partner? In addition, would the commercial partner have any rights to create an event/competition featuring the Indian national women's team (across any age group)?</p>	<p>No, this is related to the 'domestic women's club football competitions'.</p>
79.	<p>Impairment of rights – In the event that the exercise of the Commercial Rights by the Commercial Partner is impaired due to any unforeseen event/circumstance beyond the control of the Commercial Partner, such as a Force Majeure Event or any action, order or sanction issued by any governmental, judicial or regulatory bodies such as FIFA/AFC, will the AIFF provide the Commercial Partner with adequate safeguards/remedies in the Contract (for e.g.</p>	<p>This can be included in the Contract.</p>

Q. No	Questions	AIFF Comment
	reduction/refund of Fees/ Guaranteed payments, extension of the Term, etc.)?	
80.	AIFF to please clarify if it receives and/or is eligible to receive any funding, grants or other financial support from any of FIFA, AFC, MYAS, or any other governmental/regulatory bodies, for the conduct of the IWL and IWL 2?	If any such grants are received directly from FIFA, AFC and/or MYAS that is not in nature of a commercial sponsorship, the AIFF would pass on the same directly into the central revenue pool. Currently, the AIFF receives a grant of United States Dollars Fifty Thousand (USD 50,000) a year from FIFA for the IWL.
81.	Barter to be allowed and the intrinsic value of the barter in kind and its subsequent amount should not be considered in the gross revenue.	A mechanism would be devised to take a certain predetermined percentage of the total barter value as a part of the Gross Revenue calculation as elaborated in response to Q 56.
82.	For IWL (top division): How many teams are expected in the upcoming season?	Eight (8) teams.
83.	For IWL (top division): What is the tournament format?	In general, the format of the IWL is double leg with a home & away league format. However, for the 2025-26 season alone, the season will be divided into two (2) phases, with the first phase being held in a centralised manner, and the second phase being held in a home & away league format.
84.	For IWL (top division): How many total matches per season / per team do you anticipate?	Fifty six (56) matches with fourteen (14) matches per team for the 2025-26 season. Upon expansion of the IWL to a ten (10) team league, each season will have ninety (90) matches.
85.	For IWL (top division): What is the planned number of venues, and how will 'home' / 'away' venues be allocated?	For the 2025-26 season alone, the season will be divided into two (2) phases, with the first phase being held in a centralised manner, and the second phase being held in a home & away league format. When the IWL moves to a home & away league format, the venues would depend on the number of participating clubs in each Season.

Q. No	Questions	AIFF Comment
86.	For IWL-2 (second division): How many teams are expected to compete in the upcoming season?	The number of clubs participating in the preliminary rounds of IWL 2 are based on the number of entries received from State Associations (clubs that have been designated as the 'State Champions'). The final round of IWL 2 would have six (6) teams.
87.	For IWL-2 (second division): What is the tournament format?	The teams participating in the preliminary round of IWL 2 will be divided into groups based on the total number of entries received. The top six (6) teams from these groups will qualify for the final round to play a league format.
88.	For IWL-2 (second division): How many total matches per season / per team do you anticipate?	The final round of IWL 2 will consist of fifteen (15) matches. The number of matches in the preliminary round will be determined on the basis of the total entries received.
89.	For IWL-2 (second division): What is the planned number of venues, and how will 'home' / 'away' venues be allocated?	The final round of IWL 2 will be played in a centralised manner.
90.	Can the method of highest bidder be followed?	The final position and clarification will be formally stated in the corrigendum.
91.	On match days, how will the branding exposure be shared among AIFF/the League, the commercial rights-holder, and the clubs?	Please refer to the response to the query at Q. No 7.
92.	What categories of marketing collateral are expected or required (e.g., stadium signage, digital graphics, match-day banners, broadcast overlays, jersey patches)?	The categories may be determined by the Rights Holder.
93.	Will the commercial rights-holder have the right to independently produce and sell merchandise or collateral like souvenirs under agreed branding guidelines?	Yes, provided such merchandise or collateral like souvenir only utilise intellectual property associated with the Competitions. In case the Rights Holder would want to consolidate club rights for collective bargaining then they may license the same with a separate agreement with individual clubs.
94.	Are there any "reserved" branding spaces for AIFF's own sponsors? What priority will those be given?	Please refer to the response to the query at Q. No 7.

Q. No	Questions	AIFF Comment
95.	What is the expected minimum volume or value of marketing collateral the bidder should commit to?	This may be determined by the Rights Holder.
96.	Are there any restrictions on third-party sponsors' branding during match days?	No.
97.	The RFP mentions a drink break (30 seconds to 1 minute) during matches. Can you confirm whether this is treated as a commercial slot in the rights package?	Standard breaks forming a part of football matches shall apply.
98.	Can the selected commercial rights-holder sell the drink break to sponsors or advertisers?	All Commercial Rights forming a part of the Broadcast may be utilised by the Rights Holder.
99.	What ad formats are allowed during the drink break (video, static branding, stadium signage, broadcast assets)?	The Rights Holder may determine the same.
100.	Are there any category restrictions on potential advertisers for the drink break slot?	Please refer to response to query at Q. No 47
101.	Will the drink break slot be exclusive to the rights-holder, or can AIFF or clubs also use or monetise it?	All commercial rights identified under the RFP and these clarifications can be monetised by the Rights Holder.
102.	What proportion of the revenue from the drink break does AIFF expect to receive?	All revenue from monetisation of content relating to the Competitions shall form a part of the central pool of revenue to calculate Gross Revenue.
103.	Who will be responsible for the production cost of content or branding for the drink break?	All production and marketing costs shall be borne by the Rights Holder.
104.	Can the Term be expanded for 10 years commencing from the effective date of the Contract?	Please refer to our response to query at Q. No 2.

Q. No	Questions	AIFF Comment
105.	One needs to know the cost of the subject leagues i.e. IWL – I & IWL – II for the best financial analysis by the Bidder. These details would help to understand the financial viability of the projects.	The only guaranteed cost would be the Guaranteed Payment committed by the Rights Holder. Over and above that the Rights Holder would only be responsible for any costs associated with production and transmission of the Competitions. In case the Rights Holder finds a broadcaster/OTT partner who would be willing to underwrite production and associated expenses then the Rights Holder would be allowed to allocate the same towards any other marketing activities it deems necessary for the promotion of the Competitions up to the prescribed maximum cap. The AIFF does not mandate any other additional expenses, the same would be at the discretion of the Rights Holder and their vision to grow the Competitions.
106.	Would the Right Holder retain revenue generated from selling of FCT or similar from Broadcaster and OTT Partner?	After deductions of any associated costs that would be pre-decided mutually alongside the Rights Holder, this would be contributed towards the calculation of the Net Revenue.
107.	In case any company, be it PSU or Corporate, wishes to sign up Sponsorship deals with AIFF directly, what would the Right holder get from such selling?	Please refer to Clause 6.1 of the RFP.
108.	It appears that the maximum production cost for Broadcast for both I WL – I & II are on a higher side as the cost indicated based on 100 matches in each league works out Rs 2.25 Cr.	The cost indicated is a cap. The Rights Holder may determine the appropriate cost to be incurred.
109.	Since, the Right Holder is bearing not only the cost of both leagues but also paying a large amount, towards Guarantee Money to AIFF & Production cost for Broadcast the net revenue sharing suggested in the RFP is on a higher side which needs to be reduced.	The Net Revenue Sharing has been carefully devised keeping in mind an equitable balance between the Rights Holder & the clubs. Prioritising the long term growth of the Competitions, the AIFF itself has kept only about six percent (6%) of the total Net Revenue share. Forty percent (40%) goes to the Commercial Partner, forty-two percent (42%) to the IWL Clubs and twelve percent (12%) to the IWL 2 Clubs. However, the AIFF is open to meaningful consultations on the same while finalising the Contract.

Q. No	Questions	AIFF Comment
110.	Would Clause 3.2(c) of the RFP be relaxed, if a team owned by a bidder qualify for IWL or IWL-2.	In the event, a team owned by the Rights Holder qualifies for the IWL or IWL 2, the Rights Holder will be required to transfer the ownership of the team to a separate legal entity, and all transactions involving the entity owning the team and the Rights Holder shall occur on an arms-length basis only.
111.	Specifically, would the requirement under Clause 3.2(c) of the RFP apply only to IWL-2 qualification, or also if the club qualifies directly to IWL.	Yes, the conditions described in response to query at Q. No 110 would continue to apply.
112.	Requesting an updated list of current AIFF sponsors, restricted categories, and any brand/value frameworks that will govern approvals.	Please refer to our response to query at Q. No 21.
113.	Could AIFF provide clarity on any exclusivity categories already reserved for AIFF partners?	Please refer to our response to query at Q. No 21.
114.	Can the rights holder have a more active and substantive role in planning, placement, and commercialisation of digital perimeter hoardings to ensure consistency and maximise inventory value.	Yes. However, in case of static perimeter boards, one centre board directly behind the camera facing side at the half way line would be reserved for the AIFF to display the name and logo of the Competition(s).
115.	Can the guaranteed payment be staggered or indexed across the five year term.	Payment structure may be discussed while finalising the Contract.
116.	Would AIFF consider a lower guaranteed payment in Year 1, increasing it as the league scales?	The quantum of Guaranteed Payment will not be changed. However, the payment structure may be discussed while finalising the Contract.
117.	Requesting the full list of broadcast and production standards including: Minimum camera count OB van requirements Graphics package Commentary standards Replay systems Audio requirements	The maximum cost to be incurred in relation to production has been provided in the RFP. The production standards may be determined by the Rights Holder within such caps.

Q. No	Questions	AIFF Comment
118.	Could AIFF confirm the maximum permissible production cost per match?	Please refer to Annexure D of the RFP.
119.	Will AIFF certify minimum standards related to: Lighting Power back up Media areas Connectivity (for live transmission)	<p>Lighting – Facility may not be available at all stadiums. However, if available a minimum of one thousand two hundred (1200) lux.</p> <p>Power back up – DG sets will be available at the venues.</p> <p>Media areas – Standard media areas may be available on the basis of the venues.</p> <p>Connectivity – Internet connection at one hundred (100) Mbps.</p>
120.	Will the rights holder have any role in format optimisation: centralised vs home/away, match clustering or phased structure?	The length and format of the Competitions directly affects the training cycles & match cycles of players which in turn has a bearing on the technical development of the overall player pool. However, keeping the commercial requirements in mind, especially scheduling for Broadcast of the Competitions, the AIFF would be engaging in continuous meaningful dialogue with the Rights Holder. However, the duration of engagement as well as gap between games is something that the AIFF will strive to protect from a technical standpoint alongside being cognisant of any potential impact such format optimisations may have on operational expenditure of clubs.
121.	What are the expected number of matches per season for IWL and IWL 2?	<p>IWL – Fifty-six (56) Matches with fourteen (14) Matches per team for this season.</p> <p>IWL 2 – The final round shall consist of fifteen (15) Matches.</p>
122.	Any expansion plans in the 2026-2030 cycle for IWL and IWL 2?	IWL is proposed to be expanded to a ten (10) team, ninety (90) matches Competition (planned within the Term). While the AIFF would strive to eventually bring the number up to the target of twelve (12) teams to provide the participating pool of players a long enough structured competition calendar for their technical development, the pace and timings of any such expansions would be done in close consultations with the Rights Holder keeping an eye on its commercial implications and sustainability.

Q. No	Questions	AIFF Comment
123.	Will the rights holder be allowed to recommend broadcast friendly match timings?	Yes, however since Matches are currently played during the day, the bearing of additional costs such as floodlights etc. would need to be mutually discussed.
124.	Requesting clarity on ownership of: Static boards Digital boards Stadium branding Match presentation elements (coin toss, walkouts, tunnels)	Static boards and Digital boards – Sixty percent (60%) for the Rights Holder, thirty percent (30%) for participating clubs and ten percent (10%) for AIFF. Stadium branding: (a) Camera Facing Bowl Elements – Rights Holder may monetise; and (b) Concourse and additional stadium branding – Participating clubs may monetise. However, activations for Competition sponsors on the premises can be mutually agreed between the Rights Holder and the respective clubs with an activation budget earmarked within the sponsor agreement. Match presentation elements (coin toss, walkouts, tunnels) – Rights Holder may monetise.
125.	Player access rules: Number of player shoot days per season Whether team-wise access is possible or only centralised shoots Permissions for brand activations requiring player presence	Please refer to responses to queries at Q. No 33 and 34.
126.	Can you confirm the commercial rights include exclusive digital streaming and highlight rights across platforms (YouTube/OTT/social).	Please refer Section 6.2(a)(i) of the RFP.
127.	Can the rights holder sub-license broadcast or streaming rights freely, subject to AIFF's approval.	Please refer Section 6.2(a)(i) of the RFP read with Section 22 of the RFP.
128.	Who owns the IP for: Long-form content Behind-the-scenes content Player features League-related documentaries	AIFF is the rights owner of the Competitions. The Rights Holder may exploit content during the Term as a licensee of AIFF. All use of Match footage shall be restricted to the Term.

Q. No	Questions	AIFF Comment
129.	Can the rights holder monetise this content independently?	The Rights holder can monetise content independently. However, such revenue should form part of the calculation of Net Revenue.
130.	Clarification on what operational responsibilities AIFF will take on regarding: Player co-ordination Team alignment Matchday operations Venue approvals	<p>Player co-ordination, team alignment and venue approvals – By way of agreement entered into between AIFF and the participating clubs.</p> <p>Matchday operations – Will be managed by the participating clubs during the league format. AIFF will manage matchday operations when the Competitions are played in a centralised format.</p>
131.	Will a draft of the master rights agreement be shared?	The draft agreement will be shared with the Selected Bidder upon declaration.