



Tyger Capital presents **IKF's Scout on Wheels,** in association with AP Tourism

45 days • 16 locations • 1,400+ participants

A roadshow of sport, inclusion and
opportunity





Presentation Overview

1. Project Snapshot
2. Access & Inclusion
3. Talent Pathway & Livelihoods
4. Holistic Wellbeing & Livelihood
5. Culture, Community & Partnerships

Roadshow aimed at dis-
covering grassroots
ada, Kurnool, Ananta-
pur and Tirupati.
initiative, a 45-day football
roadshow aimed at disco-
napanam, Rajamahen-
dravaram, Sattenapalle,
Kurnool, Anantapur and

participation.
Explaining the vision behind the
campaign, Amrapali Kata said tourism
showcase Andhra Pradesh as a land of
opportunity, culture, and youth energy,"
she added. Tyger Capital, the title part-
aged 11 to 17, will soon be available on
IKF's website and AP Tourist's social
media platforms.



ANDHRA PRADESH
TOURISM



IKF
FOOTBALL



TYGER
CAPITAL

Scout on Wheels

Project Snapshot – Purpose, Numbers and Partners

on Wheels

45

DAY ROADSHOW

16

LOCATIONS

1,400

PARTICIPANTS



78* 

PLAYERS SCOUTED

***ZONAL SHORTLISTS**

With Support & Conviction of APTDC!

- Active participation from Amrapali Maam
- Moral support from Shri Kandula Durgesh – Tourism Minister
- Joined forces to showcase AP via Football
- APTDC Sponsored stay & logistics made the journey comfortable



Shri Kandula Durgesh – Tourism Minister AP



Powered by Tyger Capital

- Strong belief to truly bridge the opportunity divide by Mr. Gaurav Gupta -Founder, MD & CEO at Tyger Capital
- IKF and Tyger Capital joined hands to provide financial literacy sessions and Jobs/Apprenticeship to youth of AP .
- Tyger Capital Champions from across branches came together to connect communities through football



Mr. Gaurav Gupta - Founder, MD & CEO at Tyger Capital



With Proactive Participation from APFA

- Whole-hearted support from Andhra Pradesh Football Association led by President Shri Kotagiri Sridhar
- Proactive participation from all District Football Associations
- Driving participation and on ground connects



Shri Kotagiri Sridhar – President, APFA

Birth of Tyger-IKF Scout On Wheels

- The vision behind the campaign, crafted by Mr. Phani Bhushan, Founder India Khelo Football
- Football uniting communities across districts through uniting the stakeholders and going to unchartered territories of AP.
- Removing the myth of talent can only found in footballing pin codes.
- Making AP football playing state from football loving state.



Mr. Phani Bhushan- Founder, India Khelo Football



Snap shot of Scout on Wheels

Purpose

- Bring football to doorsteps; promote inclusion, gender equity and grassroots talent discovery; deliver holistic youth development while showcasing AP's culture

Numbers

- 45-day roadshow; 16 locations; 1,400+ participants; 78 players scouted (zonal shortlists); 7 EMotorad cycles awarded; 100% free for girls & underprivileged.

Partner

- Andhra Pradesh Tourism; Tyger Capital; AP Football Association; EMotorad; Prose Edu; Nudge Sports; Local clubs & volunteers



Exponential reach



Digital Outreach

Targeted social media campaigns highlighting the events, cities being targeted and whole campaign via structured story telling.



Media Coverage

Extensive media coverage happened with Raj News covering all our events and broadcasting the same on their news channels



Sustaining Impact

The initiative created a sustainable model for nurturing football talent, inspiring other CSR efforts in sports with lasting societal benefits.

Partners for the initiative



Four Pillars of Scout on Wheels

01

Access &
Inclusion

02

Talent
Pathways &
Livelihood

03

Holistic
Development
& Wellbeing

04

Culture,
Community &
Partnerships



1. Access & Inclusion

Remove barriers and welcome every child !



Accessibility and Inclusion



Free Trials/Events

Free trials at every stop; events explicitly free for girls and underprivileged.



Non Stop Coverage

Bus operated for 45 days non-stop covering 16 locations across Andhra Pradesh



Local Outreach

Local outreach via village announcements, school tie-ups and community volunteers



2. Talent Pathways and Livelihoods

Scouting to careers — clear progression from trials to zonals, apprenticeships and job placements.





Talent Pathways



Clear Progression

From City Level Event to Zonal Finals to National Finals providing a transparent and unbiased pathway



Realizing Professional Dreams

All Finalists and Exceptional players to be showcased to 20+ top most Indian clubs & Academies

Livelihoods

- Presence of Tiger Capital across all regions.
- Tiger Capital facilitated apprenticeships, and job offers across venues.
- Awareness done at local level with this livelihood option with players signing up for the same.



EMotorad's Support

- Exceptional players were scouted and identified at all 7 Major cities.
- Each one of these players were gifted an Electric Cycle by EMotorad
- This led to players enthusiastically participating in the event.



3. Holistic Development & Wellbeing

Skills for life — mental conditioning, menstrual hygiene and education-sport guidance to sustain participation.



Skills for Life – Delivered on ground !



Menstrual Hygiene

- Issue of misinformation among girls related to menstrual hygiene
- Girls playing football face lot of issues
- IKF conducted sessions on this topic specifically for girls across all major cities



Mental Conditioning

- Playing football demands strong physical fitness as well as good mental well-being.
- Mental health however is often ignored
- Our Partners **NUDGE SPORTS** conducted free mental conditioning sessions for players across all 7 cities



Sports & Education

- How to manage sports and education both is always a query with students
- **PROSE EDU** conducted sessions on balancing academics and sport, time management and scholarship pathways.
- Onsite counsellor and referral information for further support.



Financial Literacy

- Tyger Capital took up a job to spread awareness about Financial Literacy among youth
- Volunteers from Tyger Capital's branches visited venues and took on ground sessions on the topic



4. Culture, Community and Partnerships

Heritage-led engagement —
celebrating Andhra Pradesh while
building local ownership and
lasting collaborations.





Local Heritage

- Road journey integrated cultural showcases at stops to celebrate local heritage.
- Positive media portrayal positioning Andhra Pradesh as a sports-tourism destination.
- Media outreach and social content amplified local stories and tourism messaging.



Community

- Strengthened community goodwill and local ownership of the program.
- Local clubs, school and NGOs engaged at various levels
- New sponsor interest and partner commitments inspired by the roadshow model.

Annexures

Additional details to the points
mentioned in presentation

Regions covered

Tyger IKF Scout On Wheels

One Mission; Stay in the Game!



Campaign Overview

45 Days

7 Node Cities

9+Satellite Towns

RAJ NEWS covering the entire event

- [Raj News - Pre Event Coverage](#)
- [Raj News - Vizag](#)
- [Raj News Bhimvaram](#)
- [Raj News – Mylavaram](#)
- [Raj News – Rajahmundry](#)
- [Raj News - Vijaywada](#)
- [Raj News – Kurnool](#)
- [Raj News - Guntakal](#)
- [Raj News Kadapa](#)
- [Raj News Post Event Coverage](#)



Local Schools, Colleges and NGOs engaged



Bodhi Tree Em School



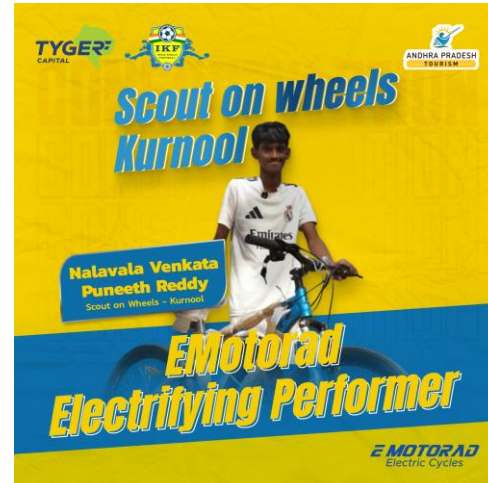
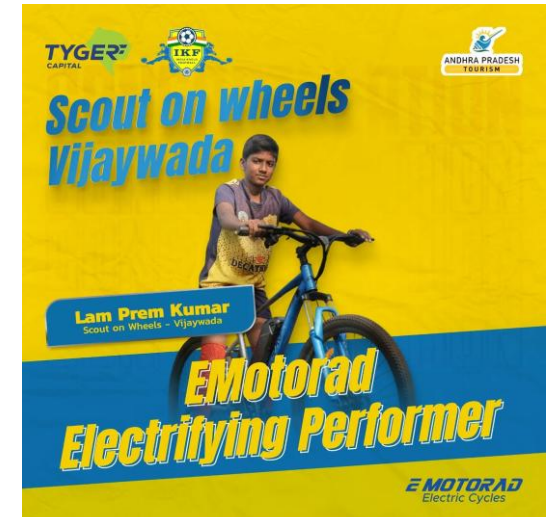
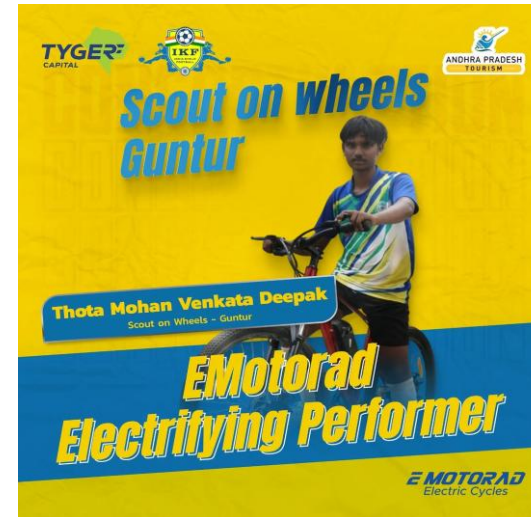
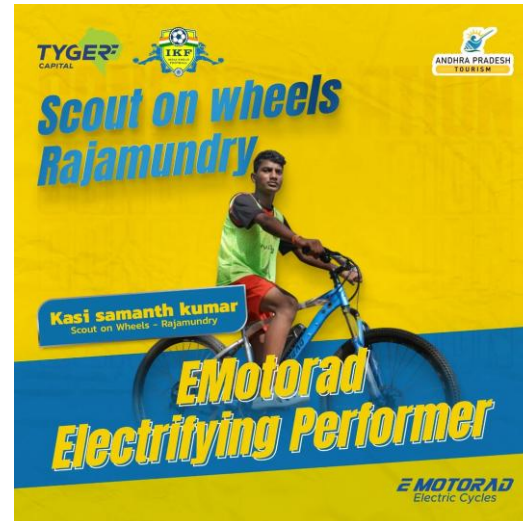
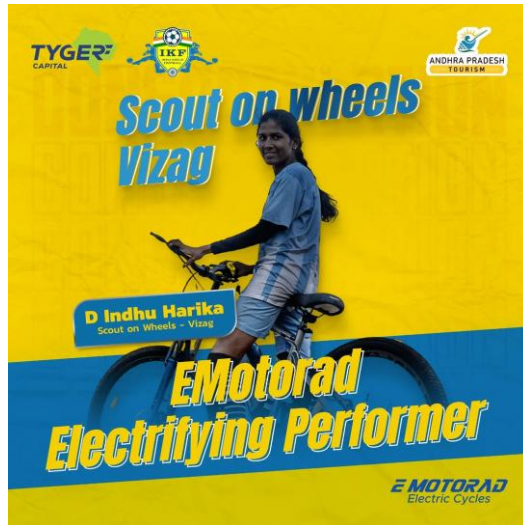
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An Autonomous Institution
since 2000



Other Schools and Colleges

- Signi English Medium High School - Signi
- Karnam Chikappa Government High School - Kalyandurg
- Junior College - Dharmavaram
- MGM High School - Hindupur
- Sri Venkateswara Arts College

Players who were gifted EMotorad Cycles



Tyger Capital's presence in multiple events



Menstrual Hygiene Sessions



Mental Conditioning Sessions by Nudge Sports



Sports & Education Sessions by Prose Edu



Football roadshow kicks off across A.P.

Surva

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Telugu Jyoti

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Shadow Andhra Pradesh

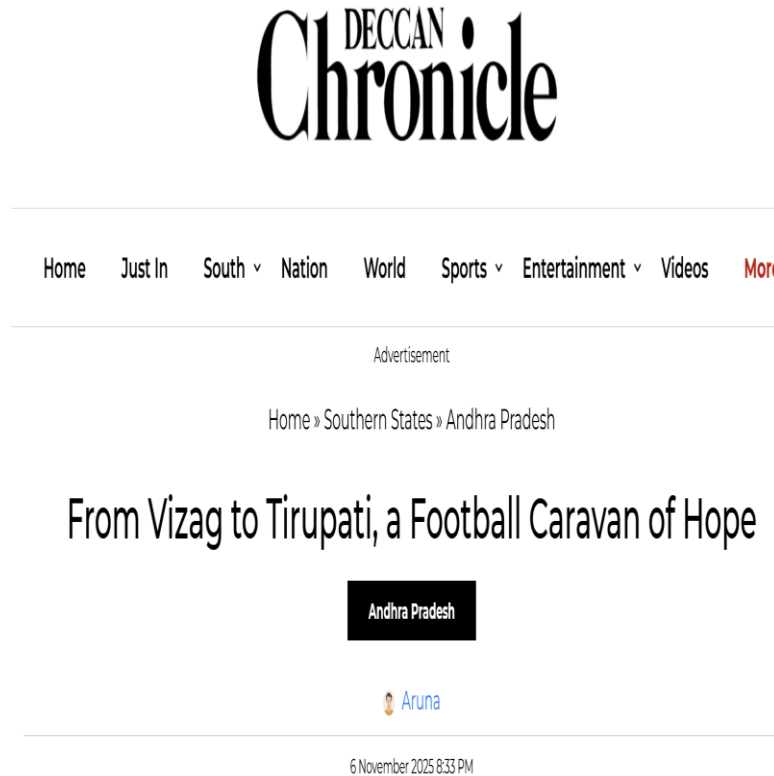
Screenshots of Media Coverage



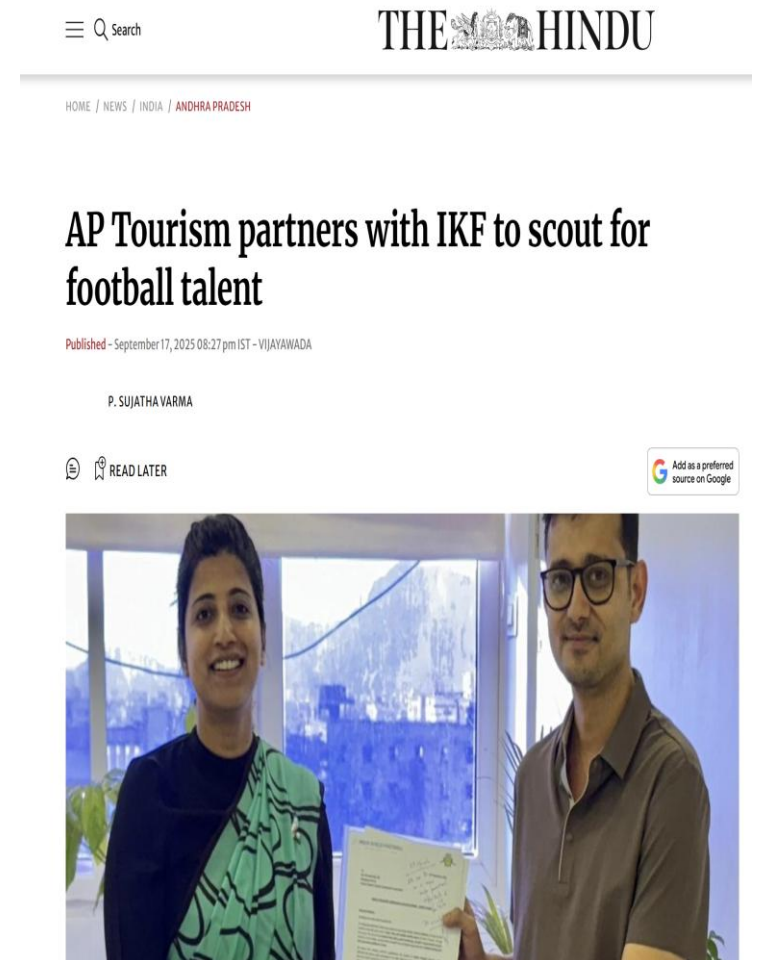
HT Telugu



The Times of India



Deccan Chronicle



The Hindu

Snapshots



Snapshots



Snapshots



Snapshots



Thank you AP for Overwhelming Support





Aap Khelo, Mauka Hum Denge!

SCOUT ON WHEELS, AP EDITION 2025

