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करियर मार्गदर्शन पोर्टल • Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट • CAREER SHEET

स्पोर्ट्स एजेंट / मैनेजर

A Sports Agent or Manager is the professional who runs the business side of an athlete's entire career — negotiating contracts with clubs and franchises, closing brand endorsements and sponsorship deals, building the athlete's...



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/sports-agent

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी • मास्टर ट्रेनर
Principal, GSSS Jethantri • Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास • व्याख्याता (इतिहास)
Designed & developed • Lecturer (History)

विशेष धन्यवाद • SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) • रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) • रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) • रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) • रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। • An independent project based on the Government's official career-guidance content.

1 About this career

A Sports Agent or Manager is the professional who runs the business side of an athlete's entire career — negotiating contracts with clubs and franchises, closing brand endorsements and sponsorship deals, building the athlete's branding and image, handling media and social media, and guiding financial and legal matters. The job is to let the athlete focus on their sport on the field, while the agent manages the earnings, agreements and opportunities off it. With the booming market in cricket, badminton, wrestling, kabaddi and Olympic sports, this is a fast-rising career in India, and it usually runs on a commission-based model (a percentage of the athlete's deals).

2 At a glance

Minimum qualification	Class 12 pass; a degree (Business/Sports Management/Law) preferred
Course duration	Bachelor's 3 years / PG diploma 1 year
Starting salary	₹20,000–40,000/month (varies with commission)
Work mode	Job at an agency or own talent-management firm

3 What you need

INTERESTS

- Deep interest in sports, athletes and the sports industry
- Enjoy meeting people, building relationships and negotiating
- A liking for business, branding and deal-making

ABILITIES

- Strong communication and negotiation ability
- Trustworthy, calm under pressure and skilled at networking
- Business and financial sense with quick decision-making

KEY SKILLS

- Contract negotiation and bargaining
- Marketing, branding and managing the athlete's image
- Financial planning, commission and tax management
- Time management and juggling multiple athletes' schedules
- Networking — building ties with brands, clubs, sponsors and media
- Understanding contracts, legal documents and sports law
- Using social media and digital marketing

4 How to get there

- 1 After Class 12, do a bachelor's in Business, Sports Management, Marketing or Law; a law background greatly helps in contracts and agency work.
- 2 Take a specialised degree or PG diploma in Sports Management (e.g. IISM Mumbai or Jaipur institutes).
- 3 Intern at a sports-management firm (JSW Sports, Baseline Ventures, RISE Worldwide, IOS, Cornerstone) to learn the industry.
- 4 Build a strong network of athletes, coaches, brand managers and event organisers.
- 5 Gain experience and trust by representing young or emerging athletes first.
- 6 With experience, become a senior agent or start your own talent-management agency.

5 Where to study**GOVERNMENT INSTITUTES**

- लक्ष्मीबाई राष्ट्रीय शारीरिक शिक्षा संस्थान (LNIPE) — Gwalior, Madhya Pradesh (<https://www.lnipe.edu.in/>)
- राष्ट्रीय खेल विश्वविद्यालय (National Sports University) — Imphal, Manipur (<https://nsu.ac.in/>)
- भारतीय खेल प्राधिकरण (Sports Authority of India) — All-India network (<https://sportsauthorityofindia.nic.in/>)

PRIVATE INSTITUTES

- National Academy of Sports Management (NASM) — Jaipur, Rajasthan (<https://collegedunia.com/college/59841-national-academy-of-sports-management-nasm-jaipur>)

- Poornima University – BBA (Sports Management) — Jaipur, Rajasthan (<https://poornima.edu.in/admissions/ug/faculty-of-management-and-commerce/bbasports/>)
- Suresh Gyan Vihar University – Sports Management — Jaipur, Rajasthan (<https://www.gyanvihar.org/school/isbm/bachelor-of-sports-management>)
- International Institute of Sports & Management (IISM) — Mumbai, Maharashtra (<https://iismworld.com/>)

ONLINE

- NIMS University – MBA in Sports Management — Jaipur, Rajasthan / Online (<https://nimsuniversity.org/nims-school-of-business/mba-in-sports-management>)
- IISM – PGP in Sports Management — Online / Mumbai (<https://iismworld.com/post-graduate-program-in-sports-management/>)

FEES

At government institutes (LNIPE, National Sports University), physical-education/management course fees are relatively low (about ₹20,000–60,000 per year). Private sports-management degrees/diplomas (IISM, Jaipur universities) can cost roughly ₹1.5–4 lakh per year.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (National Scholarship Portal) (<https://scholarships.gov.in/>)
- SJE राजस्थान छात्रवृत्ति (Social Justice Dept., Rajasthan) (<https://sje.rajasthan.gov.in/>)
- Buddy4Study – Sports & Management Scholarships (<https://www.buddy4study.com/scholarships>)

6 What the work is like

WHERE YOU WORK

Sports-management and talent agencies, IPL/ISL franchises, sports-marketing firms, brand and advertising companies, and your own agency.

WORK CULTURE

Hours are not fixed — long and irregular, driven by tournaments, auctions, deals and travel. It involves many meetings, phone calls, travel and a relationship of trust with athletes. Income is uncertain early on but very rewarding once established.

WHO HIRES

- JSW Sports – a leading athlete-management company
- Baseline Ventures – manages athletes like P.V. Sindhu and Smriti Mandhana

- RISE Worldwide (formerly IMG-Reliance) – sports marketing and talent
- Cornerstone Sport & Entertainment and Collage Sports Management
- IOS Sports & Entertainment – sports-management agency
- IPL/ISL/PKL franchises and your own independent agency

DEMAND (2026)

In India, sport is no longer only cricket — badminton, wrestling, kabaddi, football and Olympic sports now attract crores in sponsorship and endorsements. This is rapidly increasing demand for professional agents who handle athletes' careers, brands and contracts. It is a relatively new but very fast-growing field with plenty of room for skilled, trustworthy agents.

7 Career growth

- 1 Intern / Junior Talent Executive
- 2 Athlete / Talent Manager
- 3 Senior Sports Agent / Account Head
- 4 Agency Director or Founder of own talent-management firm

EARNINGS

Starting	₹20,000–40,000/माह
Mid level	₹60,000–1,25,000/माह
Senior level	₹3–6 लाख+/माह या कमीशन से करोड़ों

This profession is mainly commission-based — an agent typically takes 10–20% commission on an athlete's endorsement and contract deals, so income varies widely. Per ISST, sports-management pay starts around ₹3–5 lakh per year, ₹8–15 lakh at mid level and ₹30–70 lakh+ at senior level. Top agents handling crore-scale deals for star athletes can earn crores a year, but income is uncertain at the start.

8 The good parts · The challenges

The good parts

- Exciting, high-earning potential in a fast-growing sports industry
- Chance to work with star athletes, big brands and major events
- A path to become an independent entrepreneur with your own agency

The challenges

- Income is uncertain early on and depends on commission
- High competition, irregular hours and constant travel
- Winning and keeping an athlete's trust is hard and high-pressure

9 Real-life journeys

Bunty Sajdeh

Founder & CEO, Cornerstone Sport & Entertainment

Bunty Sajdeh founded Cornerstone Sport & Entertainment in 2008, today one of India's largest talent-management firms. After learning the trade at companies like Globosport and Percept, he built his own agency and handled the endorsements and contracts of top athletes including Virat Kohli, K.L. Rahul and Sania Mirza. Managing Virat Kohli's brand deals for nearly a decade, he helped secure crore-scale contracts. His story shows how passion for sport, sharp business sense and a strong network can turn someone into a trusted agent of athletes and a big name in the industry.

TFIPost · <https://tfipost.com/2022/02/bunty-sajdeh-biography-and-career/>

Latika Khaneja

Director & Founder, Collage Sports Management

Latika Khaneja is one of India's pioneering women sports agents. She founded Collage Sports Management and handled the endorsements and brand deals of cricketers such as Virender Sehwag, Gautam Gambhir, Ashish Nehra, Dinesh Karthik and Dinesh Mongia, turning them into money-spinning brands. Meeting CEOs, delivering presentations, managing contracts and agreements, and securing investment for the athletes she represents have been part of her work. In a field long seen as men's territory, she established herself and became an inspiration for every girl who wants a career in the sports business and talent management.

Indian Television Academy · <https://indiantelevisionacademy.com/gr8-womens-achievers/latika-khaneja/>

10 Sources & further reading

1. Rajasthan Career Guidance – Sports Agent/Manager — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%96%e0%a5%87%e0%a4%b2-%e0%a4%8f%e0%a4%9c%e0%a5%87%e0%a4%82%e0%a4%9f-%e0%a4%aa%e0%a5%8d%e0%a4%b0%e0%a4%ac%e0%a4%82%e0%a4%a7%e0%a4%95-%e0%a4%b8%e0%a5%8d%e0%a4%aa%e0%a5%8b%e0%a4%b0%e0%a5%8d/>
2. IISM – Top Athlete Management Companies in India — <https://iismworld.com/blog/top-athlete-management-companies-in-india/>
3. ISST – Sports Management Salary in India 2026 — <https://www.isst.co.in/2026/03/19/sports-management-salary-in-india-2026/>
4. Baseline Ventures – Athlete Management — <https://baselineventures.com/talent-management/>
5. JSW Sports – Official Website — <https://www.jswsports.in/>



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