

## Nagaraj Adiga

### CMD - NEB Sports

Chairman - Local Organising Committee - 2021  
IAU 100 K Asia & Oceania, Bengaluru

Nagaraj Adiga has been an entrepreneur for over 20 years and has incubated several successful businesses across Infrastructure, Finance, Solar Energy and Sporting Events.

After a successful corporate stint of over 20 years in India's leading FMCG brands, he started his entrepreneurial journey with an Infrastructure Company in the Asia-Pacific region. In 2007, he started NEB Sports with a vision to promote health and fitness amongst city dwellers.

NEB Sports annually conducts 15 mass running events across 7 cities in India and has a reach of over 2,50,000 runners across the country. Each event attracts between 8,000 to 25,000+ participants.

Nagaraj Adiga works closely with Sports Authority of India, Athletics Federation of India and other associations along with various Government Bodies to promote health and fitness, and encourage budding sportspersons. Being a runner himself and having participated in several national and international marathons in Greece, Singapore, Mumbai, he has had full focus on the runners' requirements during and after a race. He pioneered the concept of providing hot breakfast - fresh and healthy post-race refreshments. Events organised by him are known to adapt green practices by avoiding single-use plastic during races. He has diligently encouraged National Athletes by supporting them with kitting and sponsorship for international participation. His vision is to make the mass event race scenario vibrant and sustainable by adapting the best practices.

## Key Sports Events Conceptualized and Executed:

### National Games

Successful execution at Hyderabad (2002). 8,000 Sportsmen/women participated in 29 disciplines.

### Afro-Asian Games

Organised & marketed the 1st Afro-Asian Games in Hyderabad. It was one of a kind event as over 3,500 top sports personalities from over 98 countries of the Asian and African continents battled each other for the top spots in 8 disciplines (Athletics, Football, Boxing, Weightlifting, Hockey, Tennis, Swimming and Shooting).



### Premier Hockey League

In 2005, facilitated the promotion and launch of the first ever professional & city-based Premier Hockey League, which was sanctioned by the Indian Hockey Federation (IHF).

### World Badminton Grand Prix Event

Successfully executed the Yonex Sunrise India Open - an international tournament with a status of Gold Grand Prix partnering with Badminton Association of India. This was a qualifying event for Olympics.



### Ultra Running

Introduced the Indian running community to stadium ultramarathon events, since 2015; sponsored the Indian Ultra & Trail Running Teams to the 24-Hour and 100K IAU Championships held at Belfast, Croatia, Taipei, Albi and Jordan. Now all set to host the IAU 100K Asia & Oceania Championships on 05 September 2021.

### NIDJAM

Supports National Inter-District Junior Athletics Meet (NIDJAM) which identifies young talent from remote parts of India. Over 4,000 young athletes from 400 districts participate in NIDJAM.



As the CMD of NEB Sports, his goal is to nurture Indian talent and support athletes to excel in their fields. We have created event formats to help Indian athletes to qualify for international events. One of the premiere sports organisers conducting AIMS Certified Course marathons across the country.