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**Media Release**

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**AUSTRALIAN DIGITAL COMPANY TO TRANSFORM THE INDIAN SPORTS SCENARIO**

Enterprise Monkey, an Australian digital company is set to launch its sports technology wing in New Delhi, India. Having worked with leading sports organizations like Australian Sports Technologies Network and global sport brands like Albion Sports, Enterprise Monkey is now opening its sports technology capabilities and expertise for the Indian Sports market.

Enterprise Monkey is visiting India as a representative of Victorian (Australian) Government Sports Tech trade mission delegation. The delegation consists of 10 high potential sports technology companies lead by Australian Sports Technologies Network and will visit New Delhi, Mumbai, and Bangalore and will meet key decision makers from the sports industry.

Enterprise Monkey was founded by an Indian-origin entrepreneur, Aamir Qutub whose passion for sports lead to the development of Sports Monkey, a Sports tech division of Enterprise Monkey. Sports Monkey emphasizes on enhancing the performance of Sports organizations with the help of digital technology. “There’s a lot of untapped talent and potential in the youth of India and grassroots sports organizations that can be identified, nurtured and nourished with the help of digital communications channel. We believe Sports Monkey has the potential to empower Indian sports organizations digitally and help develop stronger sports capabilities in India”, says Mr. Qutub.

Enterprise Monkey is based in the heart of Melbourne which is also referred to as the Sporting capital of the world. Australia has huge sports participation and attendance culture and now is emerging as a global leader in sports technologies. The ASTN is an industry-led national network with the role of providing leadership in commercialisation, development and promotion of Australian inspired sports technologies and has a strong emphasis on developing and promoting a coordinated & innovative sports technologies industry.

Currently, Enterprise Monkey is meeting with peak sports organizations to identify the challenges they face and introduce global best practice methodologies.

Further details of the trade mission can be found at [here](http://www.business.vic.gov.au/support-for-your-business/trade-missions/upcoming-trade-missions/sports-technology-trade-missions-to-india-may-2016)