



# **MEDIA WATCH**

**Timelines: 25<sup>th</sup> July – 1<sup>st</sup> August 2025**

# Shooting League of India promises to trigger innovation

**Kamesh Srinivasan**

NEW DELHI

The inaugural Shooting League of India (SLI) could pave the way for innovation, making the competition crisp, capturing the emotion and drama of the athletes, and making it attractive for the fans who enjoy watching sports.

The president of the International Shooting Sport Federation (ISSF), Luciano Rossi, and the president of the National Rifle Association of India (NRAI), Kalikesh Singh Deo, promised to help the game evolve in a healthy, ethical, and interesting way as they addressed the media online on Monday.

## Collaboration

“For the first edition of the league, we work together with India. It will be a great success,” assured Rossi, from his home in Italy, as he fondly pulled out a photo to recall his association with Dr. Karni Singh, the first Indian to win a World Championship medal in shooting.

“We are in an advanced stage of negotiations with the sponsors, broadcasters. We expect to finalise



**New venture:** Rossi and Kalikesh promised to help the game evolve in a healthy and interesting way. FILE PHOTO

and make the announcements by the end of September or early October,” said Kalikesh.

Rossi and Kalikesh agreed that it was important to help the fans understand what the shooter was going through and appreciate the remarkable levels of accuracy being achieved in the sport.

## Better format

“For too long, we had forgotten to show what we are. It was a big mistake. We are working towards a better format for the Los Angeles Olympics. It will be athlete first. We are collecting new ideas. We are close to change, without forgetting the spirit of the sport. Having finals that were too long, without

emotion and drama, was not good for the sport,” conceded the ISSF president.

Kalikesh observed that the vision for the shooting league was to have better visibility for the sport and gain commercial and financial support for the shooters, both domestic and international.

“We can do a lot with the league,” said Kalikesh, asserting that the evolution of the sport in a more viewer-friendly avatar could be the way forward, even though shooting has done well to retain its 15 events across pistol, rifle and shotgun sections, offering a total of 45 medals in the Olympics, despite new games jumping into the bandwagon.

## Shooting League of India gets ISSF's backing

SHASHANK NAIR

NEW DELHI, JULY 28

THE INTERNATIONAL Shooting Sport Federation (ISSF) put its weight behind the upcoming Shooting League of India (SLI), a National Rifle Association of India-organised event, stating that the event was part of the ISSF's design to keep the sport in the Olympic programme. Shooting has been excluded from the Commonwealth Games on multiple occasions. It was excluded from this year's World University Games, too. The withdrawal of the programme, coupled with pressure from the International Olympic Committee (IOC), has forced the world body to think outside the box.

"ISSF is working very hard for marketing, for communication, because it is really important because we realize that people don't know what we are, what we do. We know very well inside the family, but it's not enough. We have to open not only the door, but also the window in the world, and we are ready to receive attention." ISSF president Luciano Rossi admitted in a virtual media roundtable on Monday.

One part of this push is to align with the discipline of eSports, now a programme that features prominently in the plans of the IOC. NRAI president Kalikesh Singh Deo was recently appointed as the interim chairperson of the ISSF Committee on eSports and Innovations and has ensured that there will be eSports at the Shooting League of India. "We also understand the pressures and the pulls of the current market of audiences. As he has said, and I reiterate, there are more than 450 million, 500 million gamers who exist. The idea is to try and tap an audience of fans," said Deo.

He added, "While all of us may understand the intricacies of pulling that trigger and the release of the breath and the stillness of the mind to maintain the competitive posture. However, to make a common man understand what the shooter has to go through, I think a lot of technology can be brought in, the biofeedback can be driven, new camera angles can be brought in to ensure that there is more excitement related with the broadcast as well as a better understanding of what the athlete is going through. I think that's the level of communication that we intend to bring out from the Shooting League of India."

Apart from an eSports push - as well as SLI that has, according to Deo, 70 foreign shooters and close to 400 domestic shooters signed up - there is also the support that India will provide to the sport. Deo said that India would ensure a shooting programme at the 2030 Commonwealth Games and should the bid for the 2036 Olympics materialise, would support the programme wholeheartedly.

SHOOTING LEAGUE

# *ISSF ready to embrace attention for SLI*

**CHANDRA PRABHU** @Chennai

WITH preparations for the Shooting League of India (SLI) in full-swing, the International Shooting Sport Federation (ISSF) has further strengthened its position on promoting the league. It has added the SLI to its annual calendar.

The SLI will be a franchise based shooting competition, where mixed team events across pistol (10m, 25m), rifle (10m, 50m three-position), and shotgun (trap and skeet) will take place. The league, which was announced earlier this year, will

kickoff from November 20. “We received multiple proposals from our member countries but India’s idea stood out for me,” said Luciano Rossi, ISSF president in a virtual roundtable.

Over 70 shooters from around 20 countries, and around 500 domestic shooters have applied for the auction, for which a date is yet to be confirmed. “The Indian league (SLI) is really important also because it gives great attention and equal representation to men and women. I hope that this will be great chance for the athletes to receive attention from TV. It is time that the game



opens to the world and we are ready to receive the attention,” Rossi added. Kalikesh Narayan Singh Deo, president of the National Rifles Association of India (NRAI) emphasised on how technology could bridge the gap between the sport and the audiences. “New camera angles and

biofeedback can be brought in to bring more excitement to the game as well as a better understanding of what the athlete is going through. When they are pulling that trigger and hitting that shot and the joys or the disappointments felt by them and they miss the goal by just the width of one breath,” he said.

Additionally the ISSF has scheduled the 2027 shooting World Cup and the 2028 ISSF junior World Championships in Delhi. This year, the ISSF will host the junior World Cup in September in Delhi.

**Full story:** [newindianexpress.com](https://www.newindianexpress.com)

**WORLD SHOOTING** | ISSF President Rossi feels the country has the biggest potential to fuel the game's global growth

# 'India to play pivotal role'

**Haridev Pushparaj**

MUMBAI

International Shooting Sport Federation (ISSF) President Luciano Rossi felt India will play a huge role in popularising the sport of shooting in the years to come given its big market.

Although, the ISSF has about 163 member countries in its fold, India holds the key to unlocking the true potential of shooting as a sport at the global level considering the number of youngsters taking up the sport in the country.

To give a fillip to the movement to take the sport to the next level, the National Rifle Association of India (NRAI) will be organising its much anticipated franchise-based Shooting League of India (SLI) later in the year.

"The ISSF has 163 member countries across continents. But the biggest (potential) now is (in) India," said Rossi in a virtual interaction with the media. "ISSF relies on a strong cooperation from the NRAI and also other Asian countries. We have members from five continents, but Asia has a lot of talent and the incredible scores are a testimony to that," he said.

"We are working with India and China to help increase the sport activity around in Asia."

The NRAI President Kalikesh Singh Deo felt the ISSF has been consistent with its support for India in terms of awarding top international



ISSF President Luciano Rossi feels India will play a huge role in popularising shooting.

competitions to the country.

"ISSF has always been very generous towards India. They awarded us the World Cup Final in 2024 after the Olympics. This year, we are conducting the Junior World Cup. Next year in February, we have the Asian Shooting Competition... in 2027, the ISSF has given us a World Cup quota competition.

"And in 2028, we have the Junior World Championship, where thousands of young shooters will come from all over the world to participate in India," Kalikesh added.

The NRAI President emphasised on how much the

SLI and other upcoming international competitions will benefit the emerging, young shooters in the country.

"This is, of course, exciting for the Indian shooters, because most of our shooters come in the rather young category... we've had shooters as young as 16, going up to 24, 25, one of the youngest teams in the world. And, of course, one of the most successful teams in the world in the recently held events in Argentina and Peru and World Cups, as well as Munich."

Kalikesh was gung-ho about the promising potential of what he called the first



The ISSF has 163 member countries across continents. But the biggest (potential) now is (in) India

**Luciano Rossi**  
ISSF President

shooting league in the world.

"We are very excited that the world's first Shooting League of India is going to be held in India towards the end of November. We are very grateful to ISSF for listing it in the calendar. More than 70 international shooters from over 20 countries have agreed to participate in this. And of course, more than 400-500 domestic shooters have applied to be part of the auction process," added Kalikesh.

The ISSF President Rossi also stressed on how the global body was working on making the sport more television and spectator friendly and stated changes would be seen at the 2028 LA Olympics.

"And we will test it this year in the World Cup Final that will be in Doha. We will be ready for LA28. We understand that shooting is not a physical sport, as some of the other sports are. It doesn't mean that we can't make it more exciting and viewer-friendly," he added.



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## India playing a big role in popularising shooting sport: ISSF chief Rossi

NEW DELHI: (Jul 28) International Shooting Sport Federation (ISSF) President Luciano Rossi on Monday said the global body wants to take the sport to great heights in Asia, and India would play a pivotal role in achieving that.

ISSF has a total of 163 member countries but India has emerged as the hub of the shooting sport, given the number of teenagers taking up the sport.

In a bid to harness talent, the National Rifle Association of India (NRAI) will also be organising a franchise-based Shooting League of India (SLI) later this year.

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## NRAI chief Kalikesh Deo: 'Shooting will be there' in programme if India hosts 2030 CWG, 2036 Olympics

Shooting has been shunned by the Commonwealth Games (CWG) organisers for two editions in a row now.

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Luciano Rossi (l) and Kalikesh Singh Deo, during the ISSF World Cup Final in Delhi in 2024. | Photo Credit: Kamesh Srinivasan



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Sport

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Text Size: A- A+

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# India's shooting dream finding its range

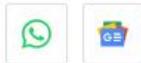
The National Rifle Association of India is banking on the Shooting League of India to make the sport attract new audience.



Vignesh Bharadwaj

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NRAI President Kalikesh Narayan Singh Deo.



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# Technology, Animation Can Lure More Eyes To Shooting League Of India: Ronak Pandit

Published By : [Sports Desk](#) [News18.com](#)

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Ronak Pandit, High-Performance Manager of the Indian Shooting team, believes technology and animation can grow the audience for the Shooting League of India, debuting in Nov 2025.



Indian Shooting team's High-Performance Manager Ronak Pandit

The Indian Shooting team's High-Performance Manager Ronak Pandit believes the Shooting League of India can use technology to help in growing the audience for the sport.

Speaking on the sidelines of the Indian national camp in Dehradun in July, the former India shooter and pistol coach said that technology and animation can play a major differentiator during the league to present the sport in a new

avatar.

**EDITORIAL SHOOTING**

**'Technology and animation can help in luring more audiences,'  
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Ronak Pandit on Shooting League of India**

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### Technology, animation key to making shooting a mass sport: Ronak Pandit

Indian shooting team's high-performance manager Ronak Pandit believes the upcoming Shooting League of India (SLI) can use technology to help in growing the audiences for the sport.

Statesman News Service | New Delhi | July 31, 2025 8:21 pm

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## 'Technology and animation can help in luring more audiences,' says Indian Shooting team's high-performance manager on SLI



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