

Write-up of Suniel Shetty for World Series Boxing

A self-confessed sports buff, Mr. Suniel Shetty has been on the forefront of promoting sports in India. Apart from being an actor and entrepreneur, 'Anna' as he is fondly known has rarely missed an opportunity on encouraging any sports initiative. One of them, India International Sports Summit (IISS), a premier sports convention organised by SE TransStadia Pvt Ltd., was where Mr. Shetty lent his wholehearted support.

India International Sports Summit, India's Largest & Most Authoritative Sports Business Convention. Aiming for Policy Reforms - Already a voice of the Indian Sports Business . It is a premier sports convention of high quality and a platform for knowledge sharing supported by the industry stakeholders working in unison to push for policy reforms in the Indian sports industry. The debut edition of the sports convention was in March 2010 and it is TranStadia's annual IP.

Last year the event was held on September 24, 2011 at Hotel Trident, Mumbai. In what was the most highly anticipated interactive panels of the evening, Mr. Shetty participated in a dialogue which was jointly hosted by highly-respected sports columnist Ayaz Memon and former Pakistan cricket captain Wasim Akram.

The session was called 'Jugalbandi' and touched upon the topic of 'How the eternal sports rivalry between India and Pakistan can help improving the relations between the two countries'. Mr. Memon and Mr. Akram discussed the sporting and political angles while Mr. Shetty brought in the perspective of an entrepreneur, a sports fan and of course that of a Bollywood icon known in both the countries.

That's not it. Mr. Shetty also gave away an award during the IISS Sporting Spirit Awards later that evening. The 'IISS Sporting Spirit Awards' would endeavor to honor and recognize only the young achievers in Indian sports. It wasn't just an appearance at an evening but he was a strong pillar of support to the endeavour. He extended his encouragement even to Mumbai Fighters; the Indian Boxing Team at the World Series of Boxing (WSB), SE TransStadia's another venture in promoting lesser-known sports.

The Macho Man of Bollywood himself has been an exponent of contact sports. And his love for a sport like boxing was no surprise. Mr. Shetty was out there to support the Mumbai Fighters at the T-Box Mobile Arena setup in the parking lot of Inorbit Mall, Malad, Mumbai on March 2, 2012.

It was the quarterfinals match against WSB No. 1 team Baku Fires from Azerbaijan. Mr. Shetty's presence lifted the spirit of the home team Mumbai Fighters. The home side beat the World No. 1 team to ensure that Mr. Shetty went back home with a smile on his face.