ATPCA appoints Australia India Sports Bridge™ to support market development and partnership opportunities in India

Australia's tennis coaching expertise meets India's sporting ambition as ATPCA and AISB join forces to open new doors for Indian tennis.



ATPCA + AISB

SYDNEY, NSW, AUSTRALIA, September 29, 2026 /EINPresswire.com/ -- The Australian Tennis Professional Coaches Association (ATPCA) has appointed Australia India Sports Bridge™ (AISB) to support its market development and partnership opportunities in India, bringing together Australian tennis coaching expertise, coach education and technology with one of the world's most dynamic sporting markets.

The appointment will explore opportunities across two complementary capabilities:

> ATPCA is pleased to work with Australia India Sports Bridge™ as we explore the opportunities emerging within India's tennis ecosystem."
>
> *Riken Pandejee, CEO, ATPCA*

- ATPCA Coach Education – Australian tennis coaching expertise, professional coach education and development pathways, informed by ATPCA's experience since 1967.
- CoDi Technology Platform – technology designed to support coaching management, player development and performance tracking.

The appointment reflects a deliberate, opportunity-led approach to the Indian market. Rather than entering with a predetermined program, ATPCA and AISB will identify and validate opportunities where these capabilities can create meaningful value, while building relationships with coaches, academies, training providers and other strategic partners across India.

Building capability. Connecting expertise. Creating opportunity.

India's tennis ecosystem presents opportunities across coach education, player development, technology, academies and training infrastructure. The partnership aims to connect these opportunities with proven Australian capability while ensuring that potential initiatives are relevant to the needs of the Indian market.

For coaches, the partnership aims to create access to Australian-developed coach education and professional development pathways.

For training providers and academies, it opens potential access to structured coach education and development programs, complemented by CoDi's technology for managing coaching programs and tracking player development.

For local and strategic partners, it creates a pathway to collaborate with an established Australian coaching organisation and explore programs designed for the Indian environment.

The appointment was formalised in September 2026, with the next phase focused on market validation, stakeholder engagement and identifying partnership opportunities with the strongest potential for sustainable development.

"ATPCA is pleased to work with Australia India Sports Bridge™ as we explore the opportunities emerging within India's tennis ecosystem. AISB brings valuable market knowledge, networks and practical support, allowing us to better understand the landscape, identify the right relationships and assess where our coach education and technology capabilities can create genuine value. Our approach is considered and focused on building the right foundations for sustainable opportunities in India."

Riken Pandejee, CEO, ATPCA

"India represents an exciting and evolving opportunity for the tennis industry, particularly across coach development, training, technology and the broader sporting ecosystem. Our role through Australia India Sports Bridge™ is to connect strong Australian capability with the right opportunities and partners in India, while taking the time to understand what will create genuine and sustainable value. We are delighted to support ATPCA and CoDi as we explore where their expertise and technology can make a meaningful contribution to India's tennis landscape."

Raman Preet Wadhwa, Founder, Australia India Sports Bridge™ and Founder & Principal Consultant, Sapphire Links Global

Grame Barty, International Trade Consultant

Australia India Sports Bridge™ is committed to the sporting and commercial success of both nations by connecting their strengths, building partnerships and creating shared opportunities.

About ATPCA

The Australian Tennis Professional Coaches Association (ATPCA) educates, upskills and qualifies tennis players and enthusiasts into industry-ready professional coaches. Founded in 1967, ATPCA has certified 7,000 tennis professionals worldwide, its training courses and member support are recognised to help educate, support and inspire.

ATPCA's qualification courses cover the diverse areas of a coach's work, from group, squad and private lessons to stroke mechanics, error detection and correction, and tennis business and centre operations. Courses run in metropolitan and regional locations throughout Australia and across Asia, Central America and the United States.

ATPCA membership provides industry insurance, Australian-developed coach education and professional development pathways, continued learning, business and career prospects, and a community of coaches, operators, business owners, students and fans.
atpca.com.au

About CoDi

CoDi is a technology platform, designed to support coaching management, player development and performance tracking.
About Australia India Sports Bridge™

Australia India Sports Bridge™ (AISB) operates at the intersection of Australian sporting capability and Indian market opportunity.
Its role extends beyond introductions. Through its Four Level Methodology, AISB identifies where capability, technology and commercial opportunity align, and develops strategic partnerships designed to translate that alignment into sustainable market presence.

AISB is an initiative of Sapphire Links Global.
www.sapphirelinksglobal.com

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