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Pickleball

The World's Fastest
Growing Sport You Never
Knew You Loved

BRC Bytes

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Introduction

What do you get when you mix tennis, badminton, and table tennis? A weird hybrid? Maybe. But in this case, you get *Pickleball*!

🏓 WHAT IS PICKLEBALL? (AND WHY THE WEIRD NAME?)

Pickleball is a sport that is played with a paddle and a plastic ball with holes, typically on a court the size of a doubles badminton court.



🐶 FUN ORIGIN STORY

Invented in 1965 by three dads in Washington trying to entertain their bored kids. The name? Reportedly inspired by one of their dogs – Pickles!

GAME SPECIFICATIONS

Court Size: 20 x 44 feet

Net Height: 36 inches sidelines, 34 inches center

Equipment: Paddle, plastic wiffle ball

Game Format: Singles or Doubles

Play Duration: Games typically last 15–25 minutes, making it ideal for quick sessions and casual matchups

Scoring System: Games are usually played to 11 points, win by 2, and only the serving side can score

Whether you're a startup founder, investor, or just someone looking to understand why everyone and their mother is suddenly obsessed with this sport – this report is for you.

Why is Pickleball Viral?



Super Social

Short matches and smaller courts make it a social sport. You're always talking, rotating partners, or cheering someone on.



Easy to Learn, Hard to Master

You can learn the basics in under 15 minutes. But perfecting your timing and spin? That'll take time – and keeps people coming back.



Multi-Generational Appeal

It's rare to find a sport where grandparents, parents, and kids can all play together **competitively** and safely.



Fitness + Fun = Addictive Combo

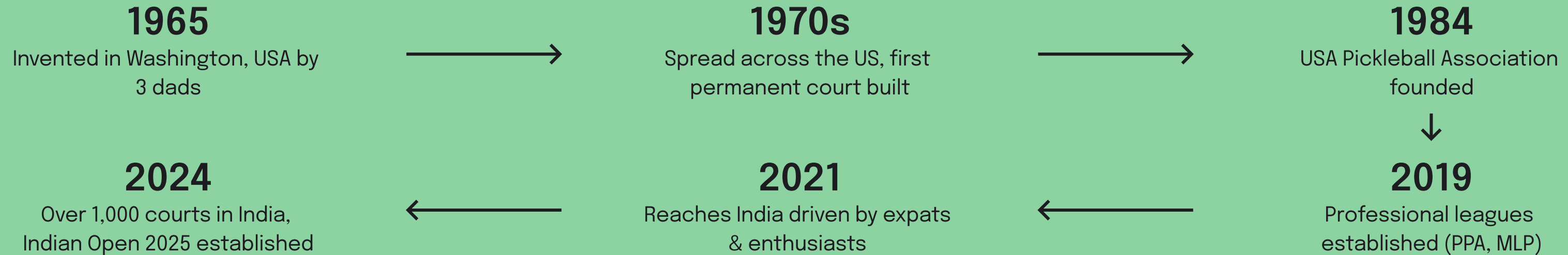
Low-impact cardio, quick reflexes, and light competition – it's the sweet spot for people who hate the gym.



Community-Led Growth

It's often started by locals in parks, clubs, or rooftops. Once introduced, it spreads like wildfire.

Timeline: From Bainbridge to Bharat



Why does India love it?



Smaller real estate footprint
=
easier for urban spaces



Playable by all ages
=
family entertainment



Low entry costs
=
no elitism barrier

The Economics Behind Pickleball

🏗️ Building a Court

Land (if not owned): Separate cost

+

Surface leveling + Paint: ₹2–3 lakhs

+

Nets + Poles: ₹25,000

+

LED Lighting (optional): ₹1.5–2 lakhs

+

Fencing & Accessories: ₹50,000 – ₹1 lakh

=

Total Estimate: ₹5–7 lakhs for a basic single court setup. It's 70–80% cheaper than a tennis court and can be set up on rooftops, parking lots, or unused plots.



🎾 Playing Cost

Paddle: ₹1,000 – ₹5,000

You don't need to "own" a paddle to play the sport, most facilities offer it or charge a nominal fee for it

+

Ball (pack of 3): ₹300 – ₹700
– Also available at most facilities

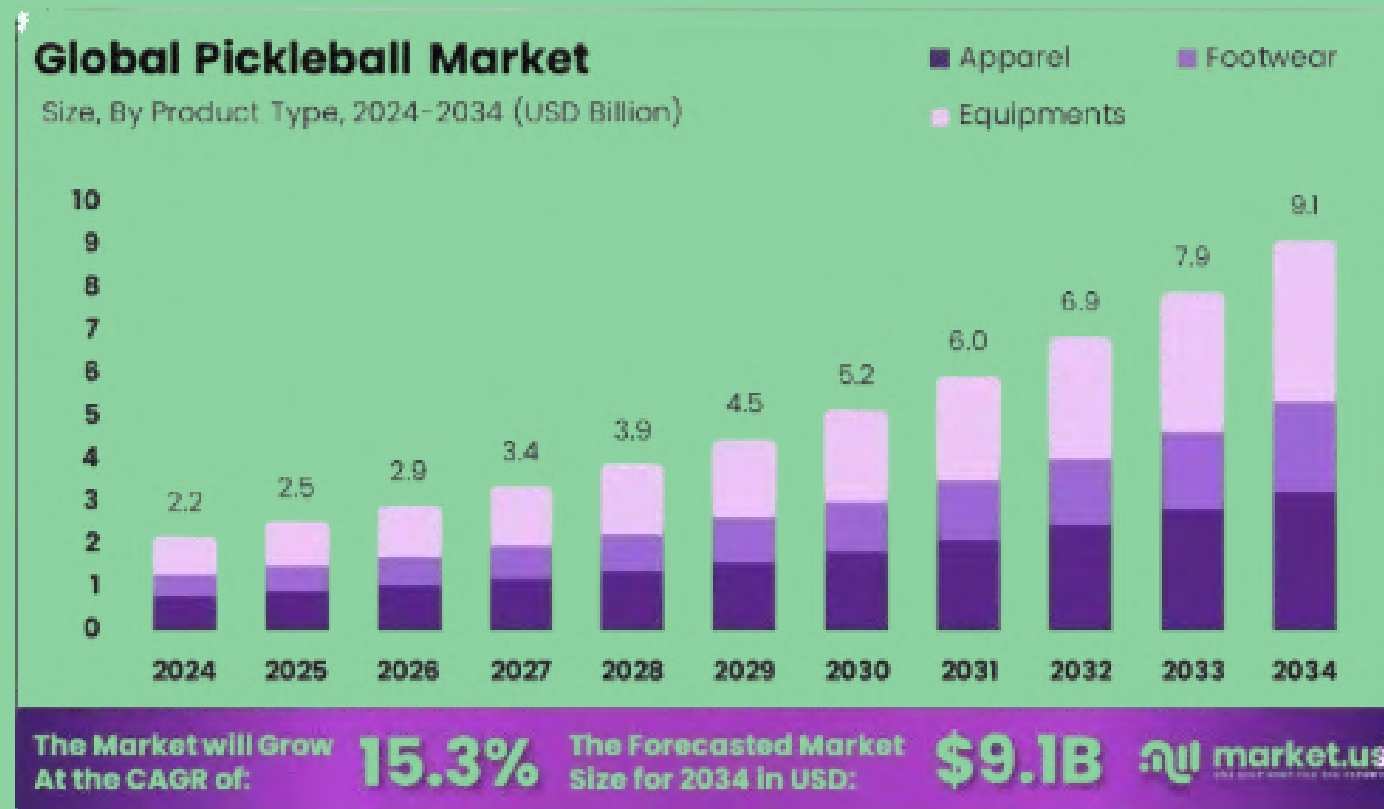
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Court Rental: ₹500 – ₹2000/hour

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Total Estimate: ₹800 – ₹3500 per hour (usually split by 4), depending on gear and amenities used. Still cheaper than an hour at a bowling alley, tennis court, or fitness class.

The Market Opportunity



🇮🇳 India's Exploding Potential

Pickleball India Federation (AIPA): 20+ state affiliates, 10K+ registered players

Current Player Base: ~35k+ recreational, ~2,000 competitive

Courts: Estimated ~400-500 across metros and Tier-2 cities

Projected Market (2030): ₹1,200-1,500 Cr (~\$150-180M), driven by gear, court rentals, events, coaching

Major Growth Drivers



Rise of local D2C brands in activewear, gear, and hydration



Rise of Rental Chains. Think of it as the OYO-fication of sports spaces



Fitness alternative for Gen Z + 30+ working professionals

Fun Fact: Major League Pickleball team valuations have surged from under \$1 million in 2021 to between \$10 million and \$15 million as of late 2024, reflecting the sport's rapid commercialization and popularity

Business Opportunities



Facilities & Infrastructure

Premium pickleball clubs, rooftop courts, & integrated community spaces are gaining traction in urban metros. **Builders and REITs** are adding courts as part of residential and commercial amenities. **Franchising models** are emerging – from pay-per-play formats to monthly memberships.



Equipment & Manufacturing

Demand for **locally made** and affordable paddles, balls, nets, apparel and shoes is growing. **Athleisure & Sportswear** brands are starting to add in pickleball specific apparel into their catalogues. India can become a **manufacturing hub for exports**, leveraging its textile and sporting goods supply chain.



Leagues & Tournaments

City-level amateur leagues and national circuits are creating monetisation via sponsorships, ticketing, and merchandising. **Corporate tournaments** for employee wellness are rising in popularity. **International-level tournaments** hosted in India can fuel tourism, hospitality, and national branding.



Enablers & Ancillary Tech

Tech Integration: Smart courts with cameras and sensors to track movement and stream matches. Sports tech startups like **Stupa Sports Analytics** will benefit from the growing wave as Pickleball facilities and tournaments increasingly adopt data-driven tools
Booking Software: Apps for court reservations, coaching slots, and league registrations. Companies like **Huddle**, **KheloMore**, **Padel Park**, and others are digitising venue discovery and bookings
Analytics Platforms: SaaS tools for player statistics, matchmaking, and progress tracking.

How is India Localising Pickleball?



☕ **The New "Chai Pe Charcha"**

Courts are becoming open-air coworking hubs. Founders, freelancers, and small business owners now network between sets.

🌐 **Pickleball Tourism**

Weekend leagues in Tier-2 cities are boosting local hospitality. Think Coorg, Jaipur, or Rishikesh as India's next sport-tourism hotspots.

🏠 **Suburban Land Monetization 2.0**

Unused plots on city fringes are ideal for converting into courts and cafes. Landowners earn more via sport than leasing or farming.

🏋️ **The Unbundling of Gyms**

Fitness reframed as fun. Pickleball is replacing Zumba, treadmills, and yoga among India's 30+ crowd. Less discipline, more dopamine.

The takeaway? Pickleball isn't just a sport—it's the foundation for a new micro-economy. The early players won't just be athletes. They'll be operators, creators, and community builders.

How is India Localising Pickleball?



Pickleball = Micro-Entrepreneurship

Gear rentals, courtside snacks, event photography, beginner coaching, stringing services – the sport is spawning a gig economy around rallies and serves.

The Court-as-Storefront

D2C brands are testing products courtside – from shoes and activewear to protein snacks and wellness apps.

AI-Driven Coaching

Simple phone cameras + AI = personalized, accessible training. You don't need a national program to level up anymore.

Schools as Sport Incubators

Renting school grounds on weekends turns campuses into vibrant community play hubs – a win-win for schools and local players.

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Why This Isn't Just a Phase

🧠 Sorry Spikeball!

Spikeball, Ultimate Frisbee, Zorbing – all were fun and had their moment, but they were niche and unsustainable.

PICKLEBALL WINS BECAUSE:

🏠 **Infrastructure-light:** Rooftops, backyards, even inside malls

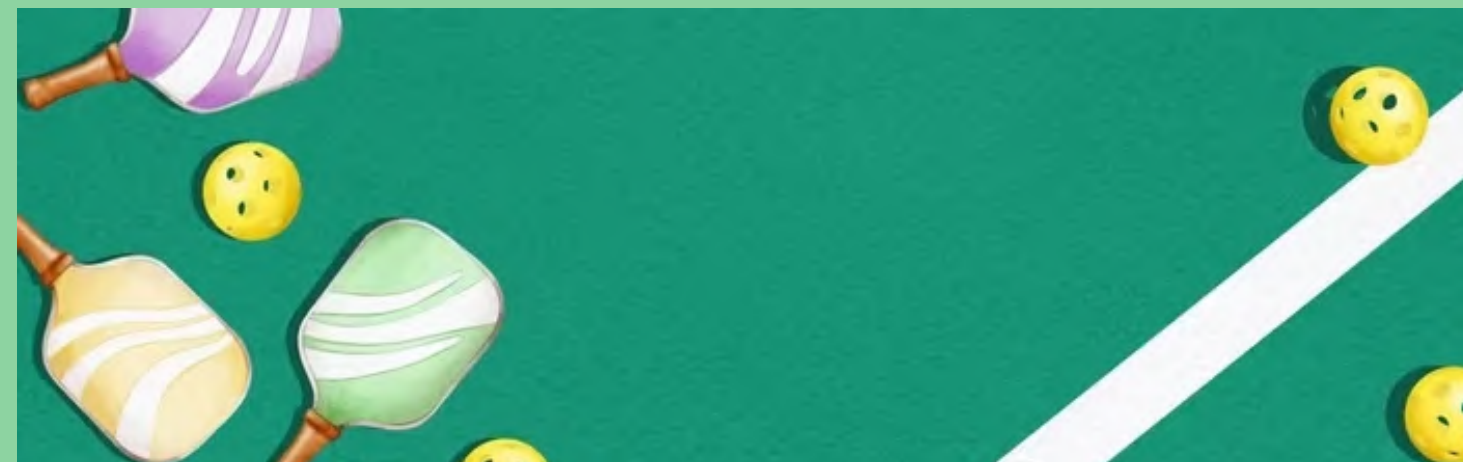
🎯 **Legit Sport, Not Just a Hobby:** Rankings, tournaments, and federations give it structure and staying power

💼 **Backed by Businesses:** Real estate, gyms, and even schools integrating it

🎥 **Made for the Internet:** TikTok, Instagram, YouTube – highlight reels go viral

❤️ **Community-first:** Built on social connection, not just skill

👤 **Low-impact, high-energy:** Appeals to both older and younger demographics



*It's fun, healthy, scalable, and social. **That's a unicorn formula.***

Final Serve

Pickleball isn't just a sport. It's a *cultural moment*, a *fitness trend*, and a *startup opportunity*. It's India's next community-first movement – and it's being built paddle by paddle, game by game, city by city.

So whether you're an investor, a real estate developer, a startup founder, or just someone looking to have a blast – now's the time to *serve it up*. If you want to sound like a pro on the court – we've got a bonus tip coming right up: check out the image to brush up on Gen-Z Pickleball lingo.

THANK YOU!

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