



## JSW Bengaluru Football Club Private Limited

Bengaluru FC – Fan Advisory Board: Meeting I

Date: 30<sup>th</sup> November, 2024

The inaugural meeting of the Bengaluru FC – Fan Advisory Board took place at the club offices and was attended by the following FAB members:

- I. Independent
  - a. Aakanksha Devi
  - b. Anusha Stephen
- II. BFC Hudugaru
  - a. Vittal Nayak
  - b. Arjuna
- III. North End Blues
  - a. Bharat
  - b. Manoj
- IV. West Block Blues
  - a. Karan Prasad
  - b. Nitin Ravi

The meeting was chaired by Kunaal Majgaonkar, Head of Content – JSW Sports was joined by:

- Darren Caldeira – Technical Director, Bengaluru FC
- Nikhil Kharabanda – Head of Marketing, JSW Sports
- Ushoshi Syam – Head of Design, JSW Sports
- Aakash Vinay - Head of Social Media, JSW Sports

Meeting Summary:

The meeting began with an introduction of the club representatives, followed by presenting results of a recently conducted survey on Matchday Experience and garner deeper insights from members of the Fan Advisory Board (FAB). The discussion revolved around:

- a. Pre-Match Entertainment
  - a. Members commented that the club should have more engagements that revolve around photography, citing examples such as 360-degree camera, photo-booth.
  - b. While most had not participated in the activations set out for this season, they had heard positive feedback from fellow fans
  - c. They commented on how the core members follow a set of pre-match rituals, thus unable to participate in the activities
  - d. Members suggested more branding is dedicated to introducing the squad, since beyond Sunil Chhetri and Gurpreet Singh Sandhu, most fans aren't familiar with the others in the squad
- b. Food & Beverage
  - a. Members who had sampled food options on matchday commented that overall it was superior to the previous season
  - b. Fans in the North stand shared their concern on how they weren't allowed to leave the stand during half-time and thus were not able to sample the given food options. Fans requested to create a system that allowed fans to leave and re-enter the stand
  - c. Members requested for additional water stations. The club representatives explained how this was a challenge – since it would block entry and exit points, creating a potential safety hazard.
- c. Merchandise
  - a. Members requested for additional stock of scarves to be retailed, along with additional products released this year by Rescript, Drip Co and Valiente
  - b. Also suggested to have the stall open till fans leave the stadium, at the end of the game and explore setting up additional stalls at different exit points
- d. Toilets

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- a. Members commented that awareness of the presence of portable toilets was low and thus fans end up using stadium facilities, which aren't always in the best condition. Additional signage could be put up to guide fans towards these toilets.
  - b. Further, a map could be created to let fans know of the presence of toilets across the stadium and an announcement by the emcee before the half-time break

**Other Suggestions:**

- The North End Blues suggested introducing a membership programme for fans from the North Stand
- All the supporter groups requested help from the club to leverage touch-points at the stadium and digital channels to help them grow their base, by:
  - Communication outside each stand with details on the fan group, along with a link to register to join the fan group
  - Form to be created and shared by the club with each fan group to help collect data on existing members of the fan groups. Results would be shared with the representatives of each of the fan groups.
- Volunteers / Blue Crew
  - The members suggested that the Blue Crew contingent be expanded to be visible across additional parts of the stadium
- Security
  - Members requested clarity on objects that can and cannot be carried inside the stadium.
- Lockers
  - Members suggested setting up a paid locker facility (similar to one that exists for RCB's IPL matches) to allow fans that travel to the stadium from work.

**Following the discussion on the Matchday Experience, each representative introduced themselves and share details on their fan group:**

- I. BFC Hudugaru
  - a. Currently consists of 200+ members, with 25-30 core/active members
  - b. The fan group has been built around the motto of integrating the city's local culture with the club
  - c. Currently, activations centre around painting a Tifo prior to the game.
  - d. To facilitate activations, the fan group collects donations from members
- II. North End Blues
  - a. Size of total group is currently 50-55 members, core group is 10 members
  - b. Don't currently plan multiple activations
  - c. Have requested to be allowed access to carry material such as megaphone – which currently is enabled via West Block Blues
  - d. Have requested the media team to cover the fan group. The club has shared contact for the videographer – who will visit the stand on matchday.
- III. West Block Blues
  - a. Size of total group is 25,000. 8-10 members form the core group. 4-5 members support on social media
  - b. 100-120 members donate towards activations. + occasionally are able to garner corporate donations + raise funds through activations such as West Block Shield /Match Screenings
  - c. Requested for space at the stadium to store material, along with helping the fan group provide incentives to volunteers (example: meet & greet with first team players)



## **JSW Bengaluru Football Club Private Limited**

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The club will take into account all the requests and suggestions that have come in and share an action plan in the coming weeks, along with a progress report.

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