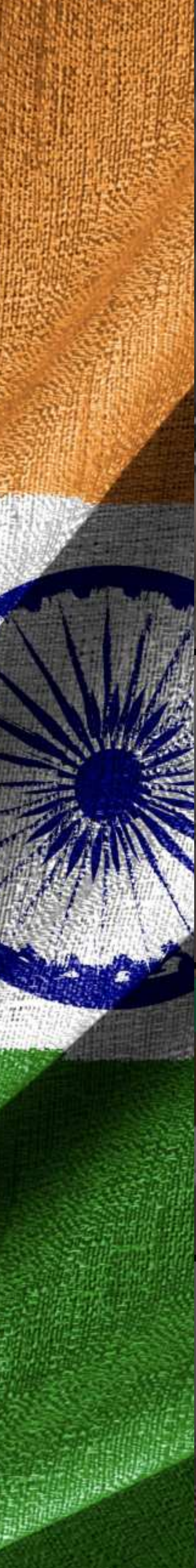




INDIA'S F1 SHIFT

UNDERSTANDING INDIA'S
RAPID FAN GROWTH



India's motorsport journey began in 1904, with a race between Delhi and Bombay. Over time, this passion evolved into an organised sporting culture marked by key milestones

1971

Formation of the Federation of Motor Sports Clubs of India (FMSCI)

2005

Narain Karthikeyan becomes India's first Formula 1 driver



2007

Creation of Force India, India's first F1 team



2011-2013

India hosts the Indian Grand Prix at the Buddh International Circuit



2023

MotoGP makes its debut in India and Formula E races commence in Hyderabad

F1'S FOUNDATION YEARS IN INDIA

EARLY EXPOSURE ON INDIAN TELEVISION

In 1995 Doordarshan began broadcasting Formula 1 races free-to-air.

The coverage ended shortly after, when the Indian Parliament raised objections to the heavy tobacco advertising present in F1 sponsorship at the time.

THE 2000S: GROWING CURIOSITY

Rising stars Narain Karthikeyan and Karun Chandhok brought F1 into the national spotlight.

Discussions around hosting an Indian Grand Prix began as early as 2003.





THE INDIAN GRAND PRIX ERA

The Buddh International Circuit in Greater Noida hosted India's first Grand Prix in 2011.

95,000

Spectators attended
the inaugural race

220,000+

Fans attended across
the three editions

THE TAX ROADBLOCK

Under Indian law at the time, F1 was classified as "entertainment", not "sport." As a result, organisers received no tax exemptions, no subsidies, and no government backing.

Operational costs became unsustainable, leading to the Grand Prix being discontinued after 2013 despite strong fan enthusiasm.

TODAY'S LANDSCAPE

INDIA'S F1 FAN BASE

~31 MILLION FANS

Placing India among the top five global markets
(F1's 2020 official report)

6 MILLION

AVERAGE TV VIEWERSHIP PER RACE

keeping India outside the top 20 in
broadcast ratings

FANCODE

Since 2024, has served as the
local broadcast partner,
alongside F1 TV





THE DIGITAL ACCELERATION

BEHIND F1'S REVIVAL IN INDIA

DRIVE TO SURVIVE (DTS)

- ▶ Netflix's Drive to Survive reshaped how India engaged with F1, spotlighting rivalries, pressure, and personalities.
- ▶ Demand in India was 8.7x higher than the average TV series.
- ▶ F1 transitioned from a niche motorsport into a mainstream pop-culture conversation.

F1: THE MOVIE

- ▶ Crossed the ₹100 crore mark at the Indian box office.
- ▶ Remained in theatres for 100+ days, outperforming several domestic blockbusters.
- ▶ Strengthened emotional connection and drove mainstream visibility for F1.



In summary, India already hosts a sizable F1 community and holds immense potential to convert millions of emerging fans into active followers of the sport.

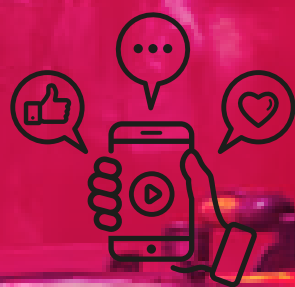
SIGNS OF REVIVAL



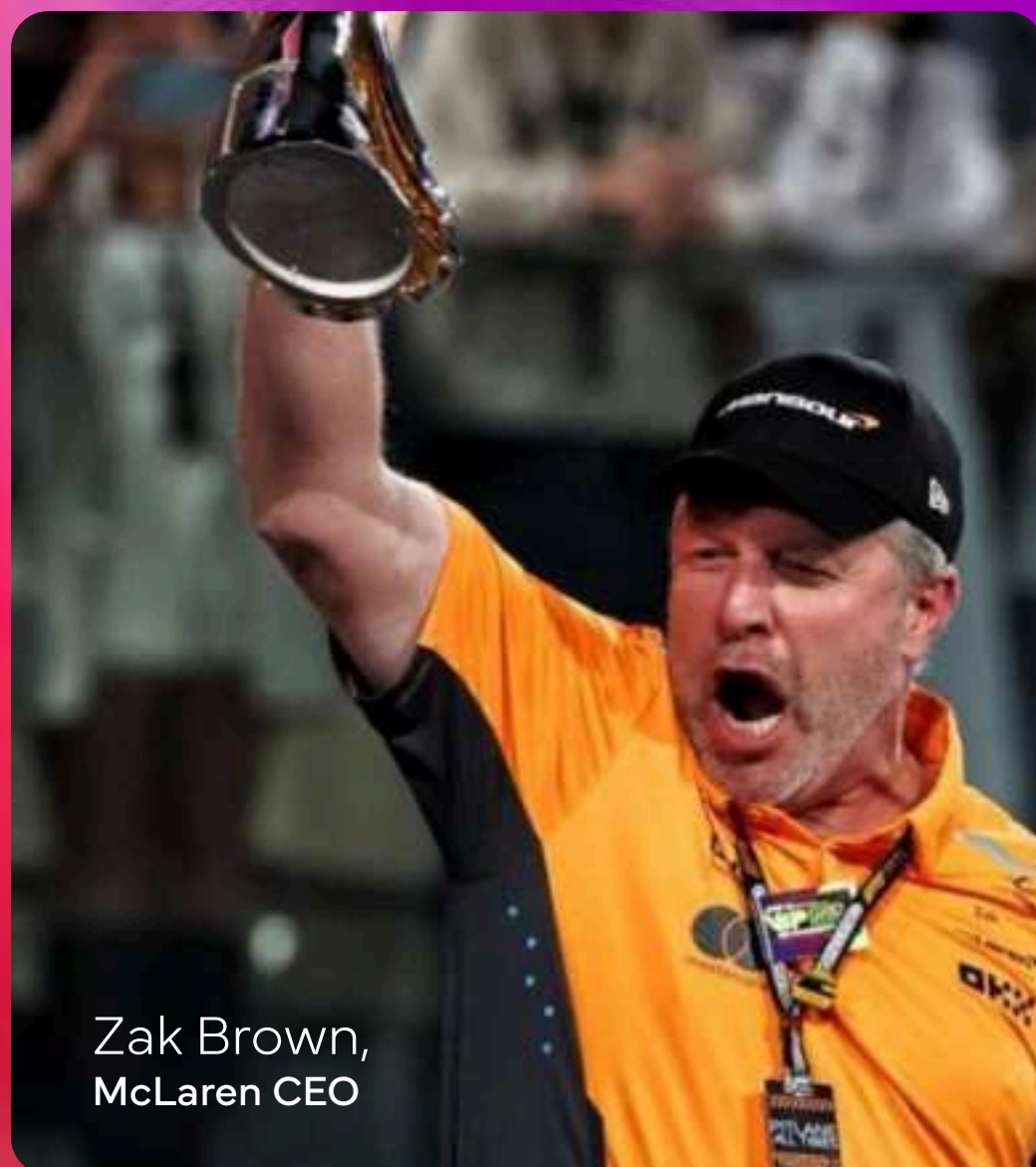
The Red Bull Showrun in Mumbai (2023) **attracted over 25,000 spectators.**



Skyscanner recorded a **189% increase in flight bookings** from India for the 2024 Singapore and Abu Dhabi GPs.



Social media engagement around F1 has surged, driven by a young, digitally active fan base.



Zak Brown,
McLaren CEO

“ India is a big hole in the F1 calendar. It’s a huge market with great consumers and massive potential. We need to be there. ”

