

Shrachi Sports Unites India & Germany in Football Through FC Ingolstadt Exchange, Elevating Grassroots Talent

Kolkata, 12 October 2025: Five promising young footballers from Bicharpur (also spelled Vicharpur) in Madhya Pradesh's Shahdol district—widely known as “Mini Brazil” for its strong football culture—have captured global attention. Initially spotted by a local football academy in Shahdol, these players recently travelled to Germany for an intensive week-long training program.

The five players—Suhani Kol, Saniya Kunde, Veerendra Baiga, Manish Ghasiya and Pritam Kumar were accompanied by their coach Laxmi Sahees for the training program in Germany. The schedule included tactical drills, physical conditioning, and exposure to cutting-edge, data-driven training methodologies.

In a landmark move, the authorities of Shrachi Sports, travelled to Germany to meet the players in the presence of the Consul-General of India to offer moral support to the young athletes and formalize a strategic partnership with FC Ingolstadt 04, a professional German football club. The partnership lays the foundation for a long-term Indo-German exchange focused on grassroots development, coach education, and international player training.

Often referred to as the “Shahdol football village,” Bicharpur has become a symbol of rural football passion and talent. Inspired by the remarkable journey of these five players, Shrachi Sports envisions creating ‘thousands of Shahdols’ across Bengal and India- developing football-centric communities and providing rural and tribal youth a global platform.

At the core of this collaboration is the Athlead Sports Academy- Shrachi's flagship sports development initiative. A residential high-performance centre is currently being developed in Burdwan, with another planned for Delhi. Under this partnership, selected Indian players will undergo elite-level training at FC Ingolstadt under the guidance of Bundesliga-experienced coaches. In return, FC Ingolstadt's experts will travel to India to conduct technical workshops, certification programs, and coaching modules at Athlead's academies facilitating consistent knowledge exchange and integration of global best practices into India's grassroots football ecosystem.

“At Shrachi Sports we want to provide a platform that not only elevates football in Bengal but also serves as a gateway for India's rural and tribal talent to access global systems. Our tie-up with FC Ingolstadt for the Athlead Sports Academy is a key step toward that vision. It allows us to embed international standards into our training systems, creating true opportunities for Indian players and coaches to compete and collaborate at a global level,” said Mr. Rahul Todi, Managing Director, Shrachi Group.

Looking forward, Shrachi Sports aims to establish Athlead Sports Academy as a national-level ecosystem for sports excellence. By combining local passion with global expertise, the organization is committed to making world-class football training accessible to India's remotest regions—from tribal villages to urban academies.

About Shrachi Sports

Shrachi Sports is the sports initiative of the Shrachi Group, one of India's leading business

conglomerates. The organization drives football development through the Bengal Super League, Athlead Academies and strategic international partnerships. With a strong focus on rural talent identification, digital performance enhancement, and community participation, Shrachi Sports envisions an inclusive, globally aligned sporting future for India.

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