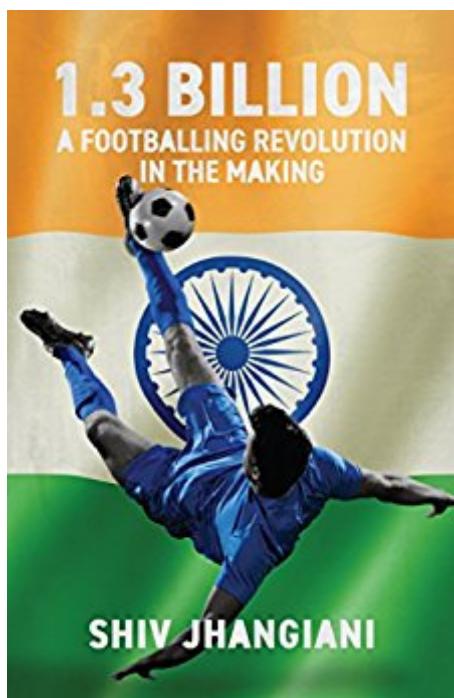


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# 1.3 Billion: A Footballing Revolution In The Making



## Synopsis

Football's governing body, FIFA, has more nation members than the United Nations— an organization whose ultimate goal is world peace. Simply said, a big part of the world lives in the beautiful game's shadow. Yet, one of the world's biggest market remains virtually untouched in footballing terms—India. From a population of 1.3 billion, not a single Indian player has really "made it" in the world of football. 1.3 billion potential spectators, players and enthusiasts— who can argue the obvious fact that India represents football's next great expansion? The world's second biggest population and an up-and-coming love for the game combine to make India one of the most exciting opportunities out there. The question is no longer "Will football develop in India?" The question is now "When?" Indian football will inevitably, and inexorably, develop. Endless opportunities await in India... Three minutes of injury time have just been added on, are you ready to nick a late, late winner?

## Book Information

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## Customer Reviews

Shiv Jhangiani's book: 1.3 Billion: A Footballing Revolution in the Making comes at an opportune time as India prepares to host the U-17 Football World Cup, there is a tremendous push by the government and businesses to gain the footballing world's attention, one hopes that Jhangiani's work also gets attention and that he can jump onto the bandwagon of world football's next revolution. Jhangiani is someone who lives, sleeps and breathes the game of football. It's unfortunate that Indian football didn't get to see him on the pitch pursuing his true passion, given the terrible injury he had to go through in his mid-teens. However, by writing this book on the prospects of Football in a cricket-crazy India and working for an I-League club in the Summer of 2016, Jhangiani continues to show his love for the game off the pitch. As an Indian and an avid football fan, I only hope that he continues to exploit this interest and persist in bringing the world's favourite game to India.- Yash Johri, Founding Editor Georgetown University India Ink

This book is quite simply put, fantastic. I'm a huge sports fan, I follow soccer fairly closely, but I really never had any idea of the impact India as a country will have on the future of the sport. The book reminded me a bit of the Million Dollar Arm except with soccer.Ultimately the biggest takeaway for me was that there is huge financial opportunity in soccer in India. On its face, it not seem like a gold mine, but Shiv does a deep dive into the country and the sport and what you realize is that there's actually a number of big investment opportunities that will arise.

Shiv Jhangiani knows football inside and out. Only an insider of the sport like Shiv could provide such a detailed look at the untapped potential that India holds in its population, for talent, for fanbases, and for investments in the game. Shiv covers all of these with incredible detail in 1.3 Billion and gives a refreshing and eye opening look into how the reach of the beautiful game can still extend even further.

India is the land of opportunity and very well captured in this book from a totally different angle - one of football!

This book is phenomenal-- think Million Dollar Arm, but for Soccer. As an avid soccer fan, this book helps put some things in perspective, and the impact India will have on the soccer landscape.The financial impact that soccer in India can develop is incredible, and Shiv does a fantastic job covering this in the book. MUST READ if you're a soccer fan!

This book is a MUST READ for anyone who wants to learn about the future of one of the most fascinating industries out there.

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