

Circular No. 40/04-2026
April 02, 2026

To,

1. All Affiliated Units, AFI
2. Chief Coach, AFI
3. Reliance Foundation Youth Sports
4. JSW Sports
5. ONGC Sports
6. Go Sports Foundation
7. OGQ
8. Any other sponsors

Subject: Mandatory Prior Approval for Athlete Sponsorship Agreements with AFI

Dear Sir / Ma'am,

I am pleased to inform you that, keeping in mind the best interests of athletes and sponsors, AFI has made it mandatory for athletes to obtain prior approval from the Athletics Federation of India (AFI) before entering into any agreement or contractual arrangement with any sponsor or third party.

This requirement has been introduced in view of the increasing instances of athletes and coaches frequently changing sponsors. The objective is to safeguard the interests of both athletes and sponsors.

All Presidents and Secretaries of affiliated units, as well as coaches, are requested to ensure that this directive is effectively communicated to all concerned athletes.

Sponsors are also advised to proceed with the execution of any agreement only after confirming with AFI that the athlete has obtained the requisite approval. AFI will send the confirmation within 3 days from the date of the request.

Regards,

S. S. Patnaik

G. Srinibas Patnaik
Officiating Secretary
Athletics Federation of India