



Kerala Badminton
Shuttle Association
BADMINTONKERALA

CASE STUDY | KERALA, INDIA

From paper forms to ₹1 crore in new revenue.

One platform for the whole state association.

How the Kerala Badminton Shuttle Association moved registrations, payments, tournaments, scoring and streaming onto Zeetius.

~₹1 Cr
ADDITIONAL
REVENUE

100%
AUTOMATED, FROM ENTRY
TO LIVE STREAM

100%
TRANSPARENT SELECTION,
SCORING AND RANKING

0
PAPER IN
OPERATIONS

THE CLIENT

Kerala Badminton Shuttle Association

The Kerala Badminton Shuttle Association (KBSA), known as **BadmintonKerala**, is the non-profit body that governs badminton across the state of Kerala. It runs **state and national level tournaments**, player registrations and memberships.

TYPE

State badminton association, non-profit

TOURNAMENTS

State and national level

SOLUTION

Zeetius for Federations

SCOPE

Software and on-court hardware

BEFORE ZEETIUS

Every tournament ran on paper and goodwill



Manual everything

Tournaments, registrations and memberships were all handled by hand.



No live scoring or streaming

Matches were not scored or shown live, so nobody outside the hall could follow them.



No data to decide with

No player or match data was collected, so selection and ranking had nothing to stand on.

Seven processes. **One platform.**

	BEFORE		WITH ZEETIUS
Registration	● Paper forms, filled and filed by hand	→	● Players enrol themselves online
Payment	● Fees collected and reconciled manually	→	● Simple online payment at entry
Tournaments	● Draws and schedules run by hand	→	● Managed end to end on the platform
Scoring	● Not scored live	→	● Accurate live scoring on every court
Streaming	● Not streamed	→	● Matches streamed live
Certificates and alerts	● Prepared and sent manually	→	● Generated and sent automatically
Player data	● None collected	→	● Player and match statistics for decisions

THE SOLUTION

One branded platform, court to cloud

Zeetius gave KBSA **a single platform** carrying the association's own brand, with space for sponsors, and supplied the **capture, scoring and streaming hardware** as well as the software.



Branded for the association

KBSA's identity up front, with room for sponsors.



Hardware included

Capture, scoring and streaming equipment supplied by Zeetius.



Data for decisions

Player and match statistics behind selection and ranking.



New revenue, **no paperwork**, nothing hidden

ADDITIONAL REVENUE FOR KBSA

~₹1 Cr

about ₹10 million

Generated for the association through the platform, as reported by Zeetius.

100%

AUTOMATED

- Registration
- Payment
- Enrolment
- Live scoring
- Streaming

100%

TRANSPARENT

- Selection
- Scoring
- Ranking
- Accounting



Players serve themselves

Self-enrolment with simple payment



Fans watch every point

Accurate live scoring and streaming



Paperless end to end

No forms, ledgers or manual records



*The product is successful in fulfilling our requirements of **State and National level tournaments.***

Rakesh Sekhar

Secretary, Kerala Badminton (Shuttle) Association



WHAT THIS MEANS FOR YOUR ASSOCIATION

Automation pays for itself **when it brings in money**

01

Start where the money moves

Online registration and payment remove the bottleneck and the reconciliation headache in one step.

02

Transparency is a product

When players can see selection, scores and rankings, disputes drop and trust in the association rises.

03

Buy one platform, not five tools

Entry, payment, draws, scoring and streaming in one place means one source of truth.

2 working days to a reply

Demo loaded with your own data

Plan in writing: what moves, what can't, what it costs

Still running your season on paper?

Bring us the season that went wrong.

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