

SHUTTLIFY

Smash. Bond. Repeat.

India's first modern badminton community
for adults who play with purpose.

SHUTTLIFY

2025 · INDIA



Adults stopped playing.

Work took over. Gym feels like a chore. Nobody built a space for adults to play seriously and socially - until now.



No community

Booking a court ≠ having a team

No consistency

Playing 'someday' becomes never

No culture

Badminton in India is still underbuilt

Membership is the point.

Transactional bookings create strangers.
Memberships create community.

WITHOUT MEMBERSHIP

Pay per session · No team · No progress
No identity · No reason to return

WITH MEMBERSHIP

Consistent play · Real teammates
Progress tracking · Belonging

→ *You become a Shuttlifier.*

12 reasons members never look back.

Priority Booking

Reserve slots 48hrs before public. Never miss peak hours.

₹400/session

Members pay ₹400 vs ₹500 drop-in. Savings compound fast.

Skill-Matched Games

Curated groups by level. Every game is competitive & fun.

Guaranteed Slots

Your regular slot is protected. No scrambling last minute.

Tournament Access

First access to intra-community & inter-city tournaments.

Community App

Schedules, rankings, chat & stat tracking in one place.

Networking Events

Coffee meetups, mixers & post-game socials. Real connections.

Referral Credits

Earn wallet credits every time a friend joins. Play cheaper.

Birthday Free Session

Complimentary game + community shoutout every birthday.

Streak Rewards

Play consistently, earn gear vouchers & badge upgrades.

Merch Discounts

Exclusive pricing on Shuttlify gear, rackets & sports nutrition.

App Badges & Rank

Your progress visible on leaderboards. Recognition matters.

Membership pays for itself in 3 sessions a month.

PAY & PLAY

Drop-in (no commitment)

₹500

per session

4 sessions/month = ₹2,000/mo

8 sessions/month = ₹4,000/mo

No skill matching
No community access
No events / tournaments
Weekend slots limited

VS

MEN'S MEMBERSHIP

Full community access

₹1,199

per month • ₹400/session

4 sessions/month = ₹1,600 + ₹1,199

SAVE ₹201 vs drop-in alone

- + Priority booking
- + Tournaments & events
- + Community & social access
- + App badges & leaderboard

WOMEN'S MEMBERSHIP

Inclusive pricing

₹499

per month • ₹400/session

4 sessions/month = ₹1,600 + ₹499


SAVE ₹501 vs drop-in alone


Same full benefits as men
Built to grow women in sport
Safe & welcoming environment

Play 3+ sessions/month? Membership is cheaper. Full stop.


Sports should belong to everyone.

Shuttlify is actively building India's most welcoming badminton community for women. Not as an afterthought — as a core mission.

 **Safe Space, Always** — Screened members. Zero tolerance on disrespect.

 **Equal Play** — Skill-based groups, not gender-filtered ones.

 **Affordable Access** — ₹499/month to remove cost as a barrier.

 **Community Identity** — Women-only events + visible representation.

₹499

Women's membership / month

58%

of Indian badminton players are women*

< 10%

of recreational sports communities include women

We're building the space that should have always existed.

Try it first.

Non-members can book & play.
But once you experience the community — you'll want in.

FEATURE	DROP-IN	MEMBER
Court Booking	✓ Pay per slot	✓ Priority windows
Match Groups	✗ Not included	✓ Skill-matched peers
Community	✗ Drop-in only	✓ Full access
Events & Sessions	Limited availability	✓ First access
Price per session	Pay-as-you-go	Capped monthly rate



05 / CULTURE

This is a tribe.

Consistency over motivation

Skill meets personality

Games that turn into friendships

Play. Rest. Repeat.

"We don't just find players. We find your people."

The longer you stay the better it gets.

ROOKIE

0-3 months

Priority booking · Skill groups

REGULAR

3-6 months

Bonus sessions · Profile badge

LEGEND

6+ months

Free guest passes · Founder events · Gear rewards

FOUNDER CIRCLE

Limited to the first 100 members.

07 / FOUNDER CIRCLE

Be part of the origin story.

Founding members don't just join a club. They shape what badminton culture looks like in their city — forever.

- Lifetime badge + profile status
- Direct feedback channel to founders
- Exclusive Founder Night (annual)
- First access to new cities & products
- Discounted annual renewal — always

**Badminton is
India's sport.
Now give it
a home.**



50+

Cities by 2027

1L+

Active Shuttlifyers

India's #1

Badminton community

Shuttlify

Smash. Bond. Repeat.

Adults are playing again.

JOIN THE WAITLIST

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