



SPORTS INTELLIGENCE HUB

by TCG

The Infrastructure for intelligence for the
Future of Sports!



“ We must reinvent how we engage with sports, and technology is key. First, it improves the game itself through analytics and performance tools. Second, it enhances the viewing experience—multilingual commentary, auto-highlights, and rich data features. Third, it helps protect our rights by combating digital piracy. The era of passive media rights is over.

Kay Dammholz

Director, DFB GmbH & Co., Germany



“ Sports intelligence helps us scout talent not from thousands, but from a billion—reaching remote corners of India to find the next player for Germany’s first division. That’s how 3266 becomes 3267. We aim to be the catalyst making it happen.”

Debdas Sen
CEO, TCG Digital



“ Today, every part of football—training, scouting, psychology—is driven by technology. Even as a smaller Bundesliga club now in the third division, we use data, video, and live scouting to stay ahead. Hoffenheim leads in sports tech and intelligence, and I’m proud to contribute to this global initiative, including its reach to India.

Dietmar Beiersdorfer
CEO, FC Ingolstadt

“ mcube by TCG Digital bridges gaps in football training and scouting with smart, data-led insights

Arunava Mitra
Vice President, TCG Digital

Sports intelligence will definitely be an intelligent way to bring more people on-board

Kaushik Moulik
Global Strategist, Digital
Pioneer, Football Philosopher



“ With just 3,266 Hoffenheim residents, competing in Germany’s top league is a challenge. Our model of success is talent development—powered by technology and AI. Using 212 KPIs, we create individual growth paths from age 11 to pro level. Over 100 players from our academy have turned professional through this proven, efficient method of over 10 years.

Dr. Jan Mayer
CEO-Innovation & Science
TSG Hoffenheim



Sports Intelligence Hub: The Infrastructure for intelligence for the future of Sports!

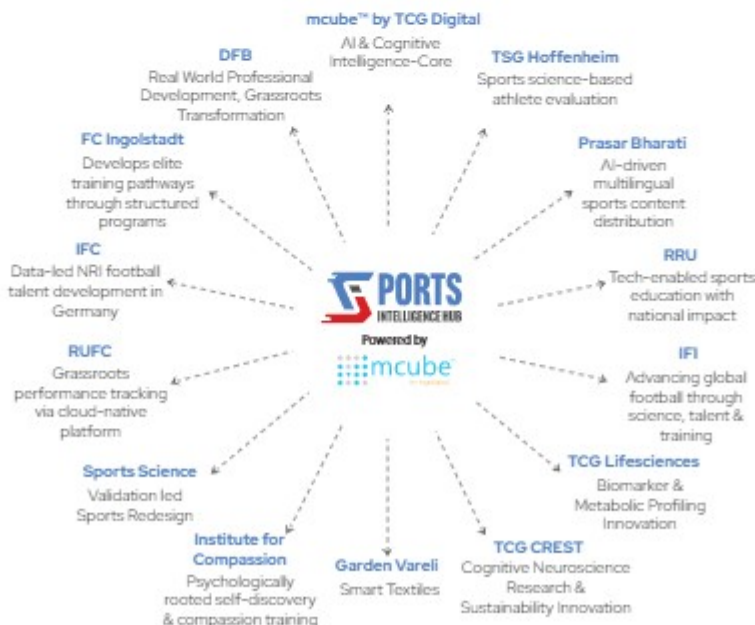
At the frontier of neuroscience, biotechnology, cognitive computing, and next-generation artificial intelligence, the Sports Intelligence Hub (SIH) reimagines athletic excellence.

Powered by mcube™, the flagship Data & AI platform from TCG Digital, neuro-biometric research, and immersive intelligence infrastructure, SIH is the world's first fully integrated, AI and neuroscience-driven sports innovation ecosystem where world-leading football federations meet the world of technology in a first-of-its-kind collaboration!



A global powerhouse of intelligence, science, and athletic innovation

Bringing together elite football institutions, AI innovators, neuroscience researchers, biomarker scientists, and sustainability pioneers to forge the future of intelligent sport



At SIH, world-leading football federations meet the cutting edge of AI, neuroscience, biomarker research, and sustainability design, to elevate sports beyond imagination

Core Pillars of SIH: The Infrastructure for Intelligent Sports

Redefining how sports are played, managed, commercialized, and experienced – creating a new era of intelligent, data-driven athletic excellence.



Neuro-Biometrics

Mapping cognitive pathways to unlock elite athletic performance.



Biomarker Mapping

Profiling physical biomarkers to engineer resilience, stamina, and ultra-performance.



Predictive AI Models

Anticipating injuries, optimizing match readiness, and forecasting peak output.



Data driven Talent Scouting

Discovering tomorrow's champions through cognitive and biomarker-driven data intelligence.



Immersive Fan Engagement

Reimagining the spectator experience through immersive, intelligent broadcasting ecosystems.



Global Broadcasting Intelligence

AI-enhanced live sports experiences to global audience. Combating piracy



Sustainability in Sports

Smart stadiums for sustainable energy consumption and smart fabric designed to optimize performance.

The Power behind the Play!

'The Chatterjee Group' (TCG), a multi-billion dollar global conglomerate, operating in diverse sectors like Technology, Aviation, Petrochemicals, Life Science, IT, Real Estate, Research & Academia for over 30 years and headquartered in New York, USA, now expands into the Sports vertical. The Group comprises of TCG Digital - the Data & AI arm, LabVantage - the largest player in LIMS market, Lummus Digital - a JV with Lummus Tech - the leading process tech company in Oil & Gas, TCG LifeSciences and TCG Crest.

TCG, in collaboration with its prestigious organizations and global partners launches the Sports Intelligence Hub (SIH) in Munich. Munich is the starting line. The future of intelligent sport begins now.