So you want to open a

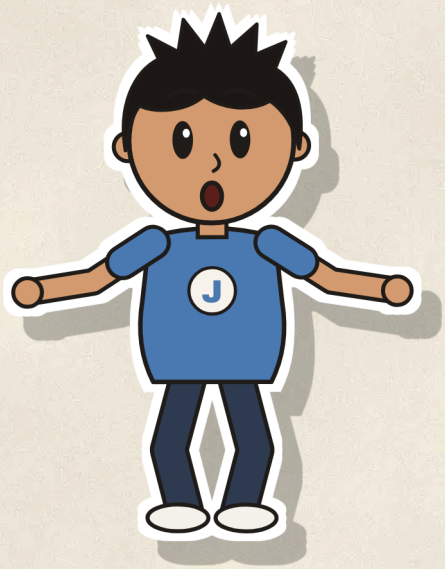
Sports turf

A Bengaluru turf went up for sale after three months. A reel with 6.3 million plays says a turf makes ₹1.2 lakh a month. J builds a ₹26.3 lakh box cricket and five-a-side turf on rented land and opens its book hour by hour: GST, the app, rent, staff, power, the EMI, the grass fund, the monsoon. Plus America's pickleball chain that went to bankruptcy court, the shed that fell in Surat, the 17 turfs we found for sale, and what the survivors do.

THE REAL BILL

Good month	₹1,65,600
GST + app	−₹36,853
Rent, staff, bills	−₹94,000
Loan EMI	−₹33,367

J keeps ₹1,380 in a good month, after the EMI



THE REEL'S PROMISE

₹1.2 lakh a month from six bookings a day

A reel with 6.3 million plays: rent out a turf, six bookings a day, ₹1.2 lakh a month. “Low stress.”

WHAT J DID NOT KNOW YET

The flaw

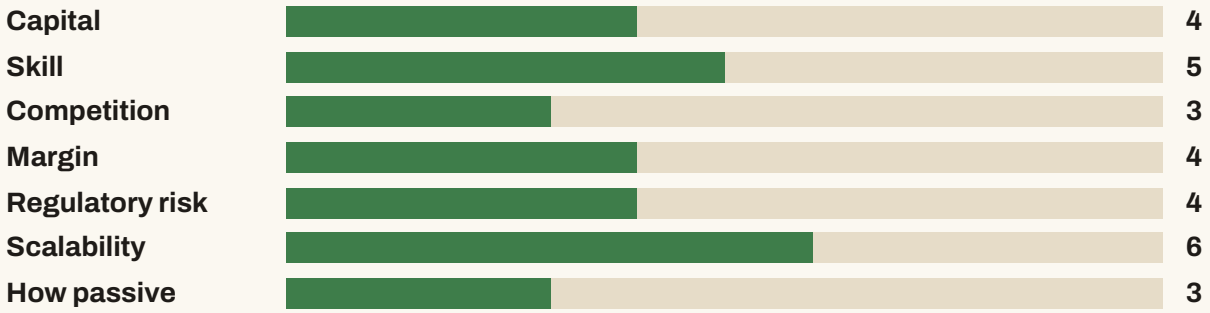
Evenings and weekends fill up; weekday afternoons and the monsoon don't. In a good month of 138 booked hours J keeps ₹1,380 after the EMI. Across the year he loses about ₹15,000 a month. Break-even is 4.8 booked hours every single day.

CHAPTERS · 29:49

0:00 Three Months
2:16 The Rush
4:01 Which Turf?
6:06 The People Who Want One
7:27 America Went First
9:53 The Filing
11:57 The Land
13:47 The Build, and the Shed That Fell
15:47 One Saturday
17:56 The Year Has Seasons
19:18 The Bill, Line by Line
21:00 For Sale
23:05 What the Survivors Do
26:24 Two Years, and the Scorecard
28:01 Back to the Question
29:13 Next stop

Education only · not financial, legal or tax advice

The scorecard: 29/70



Ten points each, higher is better. Season average per question: Capital 5.0 · Skill 4.9 · Competition 2.7 · Margin 3.6 · Regulatory risk 2.9 · Scalability 5.4 · How passive 2.7.

Two years, run two ways ILLUSTRATION

The good version

Two fixes: two more weekday hours at ₹800 and a café counter. About +₹34,000 a month across the year after the EMI; the money back in about 42 months.

The realistic version

The same turf as everyone else: full on Saturday nights, empty on weekday afternoons and through the rains. About −₹15,000 a month across the year, before setting money aside for new grass.

J's checklist before you start

1. Count the hours, not the bookings: a good month is about 138 booked hours, a monsoon month about half.
2. Work out your break-even hours a day with rent, staff, power and the EMI, then add a fund for new grass every month.
3. Get the land use, the lease length and the right to put up floodlights and nets in writing before you build.
4. Check the local rules: sheds and structures have been sealed (Surat, 2025) and cities are writing turf policies (Mumbai).
5. Price the weekday afternoon, not the Saturday night: that is where the empty hours are.
6. Sell something besides hours: coaching, leagues, a café counter, corporate slots.
7. Before you buy a running turf, ask for the booking app's own report for 12 months, not a screenshot.

J's Wall after 7 stops

Calculator: learnbusinesswithj.in/free/

Every number is sourced on the next page

Where the numbers come from

India: demand, build and land

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- The CapTable, Mar 2025 (pickleball courts ~200 to 1,200+): https://the-captable.com/2025/03/india-pickleball-court-paddle-equipment-brand/

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- DeshGujarat, 14 Sep 2026 (Ahmedabad 8-court pickleball centre): https://deshgujarat.com/2026/09/14/sabarmati-riverfront-in-ahmedabad-to-get-8-court-pickleball-centre/

- Hudle padel data (app's own count): https://businessreviewlive.com/hudle-data-shows-73-percent-rise-in-games-per-padel-user-as-sport-gains-repeat-players/

- Hudle venue page (0% commission claim): https://hudle.in/list-your-sports-venue

- The Tribune (Jalandhar box cricket facility): https://www.tribuneindia.com/news/jalandhar/box-cricket-facility-coming-up-at-bmc-chowk/amp

RULES, TAX AND COSTS

- DeshGujarat (Surat sealing, Jul–Aug 2025): https://deshgujarat.com/2025/07/01/7-illegal-box-cricket-facilities-sealed-in-surat/ ; https://deshgujarat.com/2025/08/02/two-more-box-cricket-facilities-sealed-in-surat/ ; https://deshgujarat.com/2025/08/04/sealing-of-box-cricket-venues-in-surat-by-smc-explained/

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- LawRato (turf noise complaint): https://lawrato.com/startup-legal-advice/i-am-sports-turf-owner-my-neighbors-are-complaining-police-abt-noise-247738

- GST, SAC 999652 at 18%: https://www.credlix.com/hsn-code/999652 ; registration threshold: https://www.avalara.com/vatlive/en/vat-news/india-gst-registration-threshold-rs-20-lakh.html

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- Floodlights: https://www.wiprolighting.com/blog/lux-levels-floodlight-wattage-design-guide-for-cricket-ground-lighting-in-india ; https://m.indiamart.com/nexttechnology/antiglare-light.html ; tariff: https://www.nobroker.in/packers-and-movers/guides/commercial-electricity-rate-per-unit-in-pune/

Turfs for sale (our snapshot, 1 Nov 2026; sellers' own numbers)

- SMERGERS Bengaluru: https://www.smergers.com/business/newly-established-sports-facility-for-sale-in-bengaluru-india/aoa9x/

- SMERGERS Gurugram:

- Reddit, Chandigarh ownership transfer, 31 Oct 2026: https://www.reddit.com/r/Chandigarh/comments/1xk49ou/

America, Britain, Sweden

- Inforuptcy docket 3:26-bk-34690, Picklr Clubs, Inc.: https://www.inforuptcy.com/browse-filings/texas-northern-bankruptcy-court/3:26-bk-34690/bankruptcy-case-picklr-clubs-inc

- Athletech News (Picklr filing; H1 2026 +1.3%, padel +14.5%): https://athletechnews.com/pickleball-franchisor-picklr-files-for-chapter-11-bankruptcy/

- Entrepreneur ("I own it"): https://www.entrepreneur.com/business-news/this-popular-pickleball-franchisor-filed-for-bankruptcy-its-founder-says-i-own-it

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- The Dink (rent maths; JDC revenue per court): https://www.thedinkpickleball.com/why-pickleball-clubs-are-closing-the-real-brutal-math/

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Reels, posts and videos (shown as claims by their authors)

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- Reddit, Mumbai pickleball courts: https://www.reddit.com/r/StartUpIndia/comments/1py9g20/

- Reddit, Bengaluru football turf to live in: https://www.reddit.com/r/indianrealestate/comments/1x7b64r/

- Reddit, NCR founder after an ACL tear: https://www.reddit.com/r/IndiaBusiness/comments/1vmij1r/

- Reddit, tier-3 turf quote ₹18–19 lakh: https://www.reddit.com/r/IndiaBusiness/comments/1vi4oa3/

- Reddit, Rajasthan wind damage: https://www.reddit.com/r/AskContractors/comments/1rlb4gl/

- Paisa Decode video and comments: https://www.youtube.com/watch?v=uqdHZJAI_tE

MUSIC

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Tracks: Rollin at 5 · Investigations · Spy Glass · Deliberate

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