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ALL INDIA TENNIS ASSOCIATION

1st Sep 2026

AITA Launches Path-Breaking Automation Platform

New platform delivers first-of-its-kind digitized tournament management & ranking system with easy to use web and mobile app packages for players

2nd Phase launches Mobile Applications for the ease of schedule and competition management for Players

New Delhi, September 01, 2026: The All India Tennis Association (AITA) is pleased to announce the successful launch of its path-breaking automation platform on **15 August 2026**. The platform has started to deliver never-before features to the tennis community, including automated tournaments, digitized rankings and many more features, thus enabling players to enter, withdraw, compete in and manage their choice of events easily.

Since the launch on 15 August, the platform has received an overwhelming response. The traffic and engagement on the platform have clearly indicated that there is a large and growing base of players eager to participate in tournaments through a modern, technology-driven system.

Ease and accessibility remain central to the initiative. Players can now manage tournament participation more easily, while automated systems help create a more consistent and efficient experience for players, coaches and tournament organisers.

CONTINUING THE DIGITAL TRANSFORMATION

Building on this strong start, AITA is now entering the second phase of development. As part of this phase, the first version of the digital mobile app was formally launched at the hands of Mr. Hari Ranjan Rao, Sports Secretary, today. AITA Treasurer, Mr. Dinesh Arora, President, Mr. Chintan Parikh and Hon. Secretary, Mr. Sunder Iyer were also present on the occasion. The automated draws will be available on the app by **10th September 2026**. This will further enhance transparency, save time, and provide a seamless experience for players, coaches and organisers.

AITA PLAYER APP (Android and iOS)

AITA is delighted to announce that the **AITA Android Player App is now available on the Google Play Store**. Players can download the app and access tournament information, rankings and other important updates on the go.

The **Apple iOS version** of the app is currently under review on the **Apple App Store** and will be available soon. The mobile app is an important part of the digital experience, making key information more accessible to players wherever they are.

AITA's digital approach is focused on making tournament participation easier and more accessible. Instead of relying heavily on separate manual processes, players can increasingly access tournament information, rankings and participation services through a connected web and mobile digital platform now.

For players, this means less administrative friction and a clearer way to manage tournament activities. For organisers and coaches, automation can reduce repetitive work and support a more efficient tournament workflow.



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The broader goal is not technology for its own sake, but technology that makes tennis participation simpler. Each new automated feature is intended to save time, improve consistency and make the overall experience more convenient for the tennis community.

Automated draws are another significant step towards reducing manual effort in tournament management. The objective is to create a more streamlined workflow in which technology supports tournament operations while keeping the experience straightforward for players.

Digitized Automatic Draws will go live on the floor on the **10th September 2026** and this will usher in an era of 100% transparency and a competition system, where no manual effort can intervene in the natural flow of events.

The launch of both these automations (Apps and Digital Draws) is an important step in AITA's ongoing move towards digitalization. By bringing tournament participation and related services into a digital environment, the platform aims to make the player journey simpler, reduce repetitive manual processes and make important information easier to access.

DIGITALIZATION AND EASE OF USE & A MORE EFFICIENT TENNIS ECOSYSTEM

AITA's focus on digitalization and automation is intended to support a more transparent, efficient and player-friendly tennis ecosystem. As the platform develops, additional automated capabilities can help simplify tournament administration and improve access to information for the wider tennis community.

"AITA remains committed to using technology and innovation to create a better, more transparent and player-friendly tennis ecosystem in India".

About the All India Tennis Association (AITA)

The All India Tennis Association is the national governing body for tennis in India, responsible for the promotion, development and administration of the sport across the country. Through innovative initiatives and strategic partnerships, AITA is committed to creating world-class opportunities for players at every level and strengthening India's position in global tennis.