GOLFER'S EDGE:

Making Golf Instruction More Accessible through Technology



Hari Natarajan, Co-Founder — Bharath Arvind, Co-Founder

Golf instruction in India is moving beyond conventional driving ranges and one-to-one coaching as technology, data and indoor sporting formats reshape how players learn and improve. Yet, accessibility remains a challenge. Golf courses and clubs can often feel intimidating to newcomers, while land and infrastructure requirements limit the availability of quality facilities. This creates an opportunity for technology-enabled indoor golf to make structured instruction more approachable and measurable.

Golfer's Edge is addressing this opportunity by bringing together professional coaching, indoor golf facilities and advanced simulator technology. Born from the experience of its parent company, TeeTime Ventures, the company operates a model designed to serve both first-time golfers and experienced players. Its journey began with Chennai in March 2023, followed by Bengaluru, with a focus on creating welcoming environments where technology complements coaching rather than replacing the human element.

From Golf Infrastructure to Player Development

TeeTime Ventures began its journey in 2014, when golf simulators were still relatively uncommon globally. Its first facility was established at The Leela Palace Bengaluru, and over the years, the company completed more than 100 projects across private residences, residential communities, corporate offices and the defence sector. This experience eventually revealed an opportunity to move beyond installing golf technology to operating commercially managed golf facilities, leading to the creation of Golfer's Edge.

At the helm are Hari Natarajan and Bharath Arvind, whose complementary backgrounds have shaped the company's growth. Natarajan, an MS in Electrical Engineering from Clemson University, has held engineering and business leadership roles at companies including Tejas Networks, Foundry Networks, Lucent Technologies and Alcatel. Arvind, an MBA in International Business from Thunderbird School of Global Management, brings experience spanning marketing communications, public relations, BMW, Essar Group and Golf Digest India. Their combined expertise has helped Golfer's Edge build its proposition around technology, customer experience and market development.

Turning Data into Better Golf

Technology sits at the centre of the Golfer's Edge experience. The company works with ProTee in the Netherlands and uses its ProTee VX simulator technology to capture more than 23 data points from every swing and shot in real time. Rather than simply presenting numbers, Golfer's Edge focuses on helping golfers and coaches interpret those metrics and translate them into practical improvements.

"For experienced golfers, this creates a detailed feedback loop for refining technique and performance. For beginners, the indoor environment offers something equally important: confidence. More than 4,000 newcomers have experienced golf for the first time through the company's facilities, many of whom find the controlled, private setting less intimidating than traditional courses or driving ranges", speaks Bharath Arvind, Co-Founder.

Beyond simulator technology, Golfer's Edge has developed its own integrated technology stack covering reservations, CRM, ERP, coaching, player development, league management, revenue management and P&L analysis. This enables the company to track a golfer's journey across the facility while providing a common operating platform as the business expands.

> Golfer's Edge combines technology, expert coaching, and data-driven insights to make golf more accessible, engaging, and measurable

Building Golf's Next Access Point

Golfer's Edge sees accessibility as central to the future of golf in India. With Gurgaon slated for launch later this year and franchise opportunities being explored across Tier II cities, the company aims to take its indoor golf model beyond the major metros.

Its ambition extends beyond building a network of centres. By combining professional instruction, technology, data and a warm customer experience, Golfer's Edge is creating a more approachable entry point into golf while helping existing players sharpen their game. As more people discover the sport through accessible formats, the company believes it can contribute to a broader and more connected golf ecosystem in India.

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An annual listing in this award category recognizes the startup's excellence in providing professional golf instruction services through expert coaching, advanced golf simulation technology, and dedicated practice facilities that enhance golfing skills, refine techniques, and improve player performance.

Mandvi Singh

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