

# COMPREHENSIVE BRAND SUPPORT

GROUP EX FITNESS® (the brand) will continuously assist its franchise partners in managing the centre, implement best business practices, and have happy members.

## Set up

The brand will provide comprehensive turnkey assistance right from site selection to set up and starting of the centre.

## Manpower

The brand will provide assistance in recruitment and motivating of manpower and equipping partners with tools to build a quality team.

## Training

The brand will conduct regular training programs that will train centre instructors, counsellors, trainers as well as the front office staff.

## Equipment

The brand will assist in procurement of equipment and training on how to operate machines and conduct training sessions.

## Technology

The brand will provide software for billing, centre management and customer relationship management.

## Operations Manual

The brand will provide an Operations Manual containing mandatory and suggested specifications, standards, operating procedures and rules for running the centre.

## Marketing

The brand will share a detailed marketing plan designed to assist partners in effectively communicating the brand proposition thereby increasing the client base.

## Advertising & Promotions

The brand will organize events specific to advertising & promotions of GROUP EX FITNESS® at national level.

## PR

The brand will ensure regular PR coverage at national as well as regional levels, besides centralized brand building through media - print, outdoor, web, retail, electronic, etc.



FRANCHISE PARTNERS INVITED



A PROFESSIONALLY MANAGED & AWARD WINNING FITNESS BRAND  
SPECIALIZING IN GROUP FITNESS PROGRAMS

FITNESS EVERYWHERE AND FOR EVERYONE



For franchising queries, please contact:  
1800 102 2007 | health@franchiseindia.in | www.grouplex.co.in

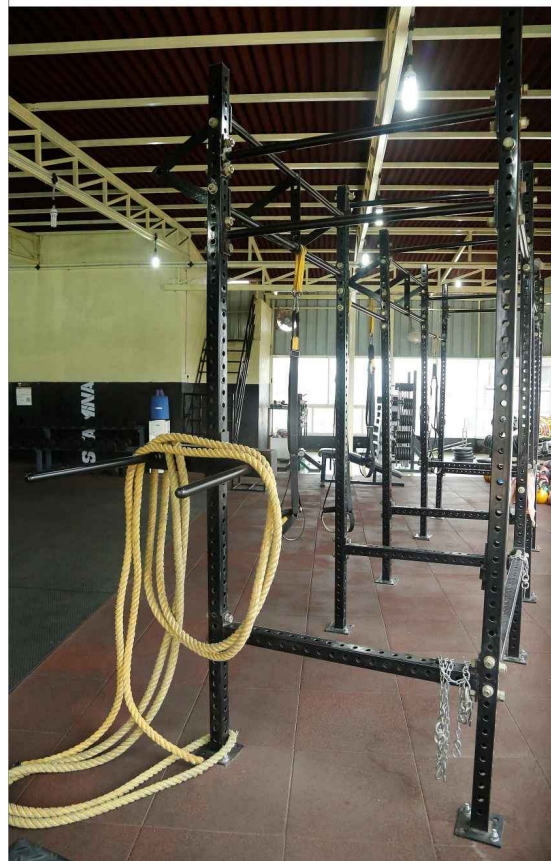


Lucrative Franchise Models | Impressive Payback Term | Complete Operational Support



# THE ULTIMATE DESTINATION FOR SCIENTIFIC & INNOVATIVE FITNESS SOLUTION

GROUP EX FITNESS® ISO 9001:2015 certified, started in 2013 at Bengaluru, a professionally managed and award winning fitness brand specializing in group fitness, personal training, kid's fitness, corporate fitness, nutritional coaching and fitness certifications.



**FITNESS EVERYWHERE AND FOR EVERYONE**



## Brand USPs

- Lucrative business model
- Tier II & III India: The New Avenue of Consumption
- Comprehensive 360-degree brand support
- Rigorous & passionate approach to delivering fitness
- One stop Fitness Club for all age groups with Unique Group fitness formats
- DMF - Dynamic Movement Fitness
- Quality check of classes and instructors
- Fitness certification and training programs
- Creating sustainable employment, business opportunities and adding to the growth of fitness industry in India



### The Mission

To improve the quality of health of each individual through scientific, innovative and exciting indoor and outdoor fitness. which will positively impact community to make fitness a lifestyle, a necessity and a habit.



### The Vision

To invest into the lives of each individual/community through fitness that will motivate, assist and inspire them in achieving and maintaining their fitness, health and wellness goals.



### The Promise

We are fully committed to support everyone, to live a healthier lifestyle. We promise to provide effective fitness everywhere and be a supportive team.

# THE PROGRAMS



## ZUMBA EX

01



Join this Latin-inspired, calorie-burning dance fitness-party! Fun routines incorporate cumbia, meringue, salsa, reggaeton, mambo, rumba, flamenco, calypso and bollywood dance styles. A mix of fast and slow routines provide a challenging workout!

Mixed Martial Arts (MMA) training incorporates authentic techniques from martial arts such as Boxing, Kickboxing, Thai Boxing, Jiu Jitsu and many others. These classes use MMA techniques and training drills to form a unique circuit of cardio and strength exercises. It helps oneself to get in better shape, gain stamina and strength while losing weight, improving personal fitness goals, and reducing the stress of daily routine.

## 02 MMA EX



03



## YOGA EX

Mind-body-spirit class focusing on flexibility, strength and relaxation. Its a workout for men and women of all ages and even people with injuries. It brings meditation, asana (posture) practice and pranayama (breath awareness) into a one-hour class.

## 04 PILATES EX



Bring Mind and body in tune as one by emphasizing on proper breathing, correct spinal and pelvic alignment, and complete concentration on smooth, flowing movement. It promotes strength, balance and flexibility...apt for beginner to advanced level.

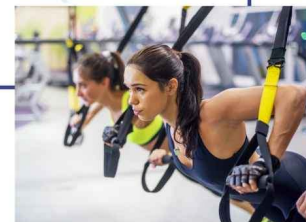
Achieve Cardio endurance; Power, Speed, balance & mental toughness in this Cardio kick box class. A series of fast-paced punches, shuffles, knees and kicks are incorporated in this exhilarating class.

## 05 KOMBAT EX



## DYNAMIC MOVEMENT FITNESS

06



To prepare fitness seekers for the movements they perform in everyday life, GROUP EX FITNESS® offers the unique Dynamic Movement Fitness (DMF) training, which consists of Ball Fit, Flexi Fit, 3C-Fit, Resistance Fit, MMA Fit, Swing Fit, Metabolic Fit, Suspension Fit, Pump Fit and Cardio Fit.





# THE RECOGNITION

For best practices, GROUP EX FITNESS® has been honored with various awards & accolades, including:

'Fitness Pioneer Award' at the Arab Asian Awards 2019



## BUSINESS MODELS



GROUP FITNESS:  
DMF, GEX Music,  
Yoga



PERSONAL TRAINING:  
Customized Approach



REHABILITATION:  
Sportsmen/Athletes,  
Police and CRPF  
Jawans



FITNESS  
CERTIFICATION:  
DMF, YOGA, GEX



KIDS FITNESS:  
Introduction towards  
Fitness



NUTRITIONAL  
COACHING &  
ORGANIC PRODUCTS



CORPORATE FITNESS  
Companies, Hospitals,  
Colleges & Schools



FITNESS  
BIRTHDAY/KITTY  
PARTIES



OUTDOOR FITNESS  
PARTY

FITNESS EVERYWHERE AND FOR EVERYONE



ONLINE  
FITNESS





# THE TIE-UPS

GROUP EX FITNESS® has tie-ups with various prestigious gyms and health clubs, including Affinity International, Gold's Gym and Snap Fitness. It also has tie-ups with various corporate houses and schools, including Hewlett Packard, Fortis, Citrix, Bharat Electronics, Accenture, Cloudnine, TCI, Groupm, Vivekananda School, Delhi Public School and many more.



**AZEEMUDDIN**  
Founder & CEO | Master Trainer

## THE FOUNDER

GROUP EX FITNESS® is an initiative by Azeemuddin, Founder- CEO and Master Trainer for various fitness programs, and a Former Muaythai world Champion - represented India. He established GROUP EX FITNESS® in 2013.

He is one of the pioneers in group fitness classes with 24 years of experience in fitness and sports. An entrepreneur from 15 years.

He has designed DMF (dynamic movement fitness), a unique and innovative approach to a new generation. He has trained 100's of fitness trainers and has 1000's of students. He is spreading the true fit lifestyle through his ventures and believes fitness is everywhere and for everyone.



**FITNESS EVERYWHERE AND FOR EVERYONE**



**Varsha D.**  
Director - Training & Sales Manager

Varsha D. is masters in computer application, entrepreneur and a Director at GROUP EX FITNESS®. She was passionate about fitness, workouts, nutrition that she went ahead and got certified, Now She is master trainer for Yoga, Pilates and nutrition coach. She started her career in fitness industry 8 years back as a student at GROUP EX FITNESS®. Presently she works sales and operations manager at GROUP EX FITNESS®. She believes your decision today will define your tomorrow.



**Ramya C.**  
Director - Training & B D Manager

Ramya C. is a doctor, entrepreneur and a Director at GROUP EX FITNESS®. She started her fitness journey with GROUP EX FITNESS® 3 years ago as fitness consultant, rehab coach and SPIN EX instructor. Presently she works as business development manager and also takes part in training programs. Ramya was involved in many research projects and has published many journals during her studies. She firmly believes Health is not Wealth, it's Priceless!

# AMBITIOUS PLAN EXPANDING FOOTPRINT VIA FRANCHISING

Successfully operating three centres in Bengaluru, GROUP EX FITNESS® is now expanding its presence via franchise - owned franchise - operated (FOFO) business model in different cities of India.

## FINANCIAL FACTS

### Tier-1

	GEX Studio   DMF Studio	GEX Studio   SPIN Studio   DMF Studio	GEX Studio   SPIN Studio   DMF Studio   Gym
Minimum Area Required (sq ft)	3,000	5000	6000
Approx. Investment	42,00,000	43,00,000	57,00,000
Franchise Fee	5,00,000	5,00,000	5,00,000
Annual Projected Revenue (Year 1)	93,39,525	99,42,075	1,20,01,875
Royalty	18%	18%	18%
Payback Period	2 Years, 1 Month	2 Years, 2 Months	2 Years, 1 Month
Average ROI (over 5 years)	66%	65%	69%
Agreement Term	5 Years	5 Years	5 Years

### Tier-2

	GEX Studio   DMF Studio	GEX Studio   SPIN Studio   DMF Studio	GEX Studio   SPIN Studio   DMF Studio   Gym
Minimum Area Required (sq ft)	3,000	5000	6000
Approx. Investment	41,00,000	41,00,000	54,00,000
Franchise Fee	5,00,000	5,00,000	5,00,000
Annual Projected Revenue (Year 1)	75,63,375	81,23,625	96,04,395
Royalty	18%	18%	18%
Payback Period	2 Years, 2 Months	2 Years, 3 Months	2 Years, 2 Months
Average ROI (over 5 years)	61%	60%	62%
Agreement Term	5 Years	5 Years	5 Years

FITNESS EVERYWHERE AND FOR EVERYONE



### Tier-3

	Studio   DMF Studio	GEX Studio   SPIN Studio   DMF Studio	GEX Studio   SPIN Studio   DMF Studio   Gym
Minimum Area Required (sq ft)	3,000	5000	6000
Approx. Investment	39,00,000	39,00,000	50,00,000
Franchise Fee	5,00,000	5,00,000	5,00,000
Annual Projected Revenue (Year 1)	66,85,425	69,96,375	81,06,225
Royalty	18%	18%	18%
Payback Period	2 Years, 3 Months	2 Years, 5 Months	2 Years, 5 Months
Average ROI (over 5 years)	57%	54%	53%
Agreement Term	5 Years	5 Years	5 Years

Note: These numbers are near approximates and subjected to differ on various factors such as location and variants.

## Ideal Franchise Partner Profile

