



POWERFUL

FITNESS World

TOWARDS A FITTER FUTURE

Established with a vision to provide the best-quality fitness equipment to the Indian population, Fitness World has redefined gymming for the fitness freaks in the country, and has today become the preferred choice for fitness equipment in home, corporate, institutional and commercial segments.

Starting with humble origins in the year 1993 with the launch of a slimming machine, in the past two decades the company has grown significantly and is

India's favourite fitness brand admired by millions of people across India. Besides using imported fitness equipment from across the world to give customers in India the best exercising experience, Fitness World has also launched its own range of workout machines.

CREATING A WEB OF FITNESS

Having already created a widespread network of more than 112 dealers across India with presence even in the remote areas, Fitness World deals in a versatile range of more than 400 fitness products. It has also created a quite diverse customer base including the very modest social segment, public luminaries, hotels, mega-class gyms and entities from the entertainment world, and with a dedicated team of more than two hundred people, today it is representing India in the world of fitness.

Collaborating with world-class manufacturers of fitness equipment, Fitness World has also partnered with brands like True, Paramount, Body Solid, Steelflex, WaterRower, etc.



STRIVING WITH A VISION

Dr Dinesh Kapoor – Founder of Fitness World – had a vision in mind when he decided to set up one of India's first fitness equipment companies, and then hired professionals who were willing to work hard to achieve the milestone he had in his mind. Aspiring to become the market leader in fitness equipment and accessories, Fitness World has a vision to provide the equipment that will enhance the fitness, stamina and performance of India's young generation, and is focused on a mission to felicitate preventive health management through fitness equipment and help people counter the drastic lifestyle changes brought about by the sedentary working style and unhealthy eating habits.



INSPIRING THE MASSES

Believing that only the fit can capitalise their talent, Dr Kapoor wants Indians to emphasise on their fitness and diet; however, does not want to stop at just selling fitness equipment to people. Since the company has a wide consumer base that trusts the company with their fitness routine, the company redeems this opportunity to spread awareness about the importance of keeping fit. The company's website features a blog that

publishes health-related and workout-related articles on a regular basis, which helps readers immensely regarding the diet and fitness routine they should follow.

The company believes in the saying "Prevention is Better Than Cure" and thinks that fitness routine should be followed by every individual of the country regularly, not when it becomes absolutely necessary but from the beginning, and fitness should be perceived to be an integral part of one's daily routine.

As Fitness World is entirely customer-driven, it believes in giving its customers the best, and extensively uses remote video-based selling techniques, where customers can view the equipment via videos from anywhere across the country, and can even utilize buying advices from experts at Fitness World.

QUANTUM LEAPS

- Fitness World has more than 500 equipments of renowned brands
- Has a network of 112 dealers, 4000 fitness facilities and over 4 million satisfied customers