



Plus Fitness Expands into India

Australian based 24 hour gym chain Plus Fitness has launched in India having opened two clubs in the city of Ahmedabad with a third scheduled to open in as little as two weeks. The group is currently targeting the Western Territory of India with plans in place to expand its reach to both Southern and Northern India over the next 6 months.

Nigel Miller, Franchisor of Plus Fitness explains; *"We believe our timing for entry into the Indian market is perfect. We have conducted extensive research and are confident that our service offering fills a void where we are seeing an increasing demand for high quality, convenient facilities that offer a broad range of services at affordable prices". "There has been a solid year on year growth in gym participation rates in India with people becoming more health conscious and gym memberships becoming more attainable to a broader section of the community."* *"Whereas the higher attendance age group sits between 20 to 35 years old, we are introducing a range of service offerings and programs that aim to increase awareness and in turn the participation of all ages so that we can fulfil our vision of 'Working Towards a Healthier India'"*.



Memberships at Plus Fitness allow access to every member, 24 hours a day, 365 days a year and to all clubs around the world. Plus Fitness Master Franchisee's, Siraj Lalani, Sezmin Satani, Rizwana Bhanwadia and Rajesh Bhimani are excited to open the very first Plus Fitness in India with Siraj having this to say;

"We are all excited to be the first to bring the Plus Fitness brand into the Indian market. We have had a goal of achieving this for some time and after a lot of careful planning and hard work it is great to now be opening our first three clubs". "We have built world class facilities here with a great range of high quality commercial gym equipment, great classes and other services such as saunas and health cafe's and are already seeing a positive response from the sale of foundation memberships alone". He went on to say; "The implementation of the Plus Fitness systems and service standards has given us a huge advantage against any competitors with us having run extensive training for our team who are motivated and proud to be representing the Plus Fitness brand".

Having recently sold its 270th Franchise across Australia and New Zealand and being in the final stages of bringing onboard Master Franchisees for both South and North India, the gym chain plans to create a network of over 50 Plus Fitness 24/7 clubs in India within the next 24 months.



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