



FITNESS

**GET TO KNOW**  
**CRUNCH FITNESS**

THE FASTEST GROWING FULL-SIZE FITNESS FRANCHISE

**#NO JUDGMENTS #NO LIMITS**

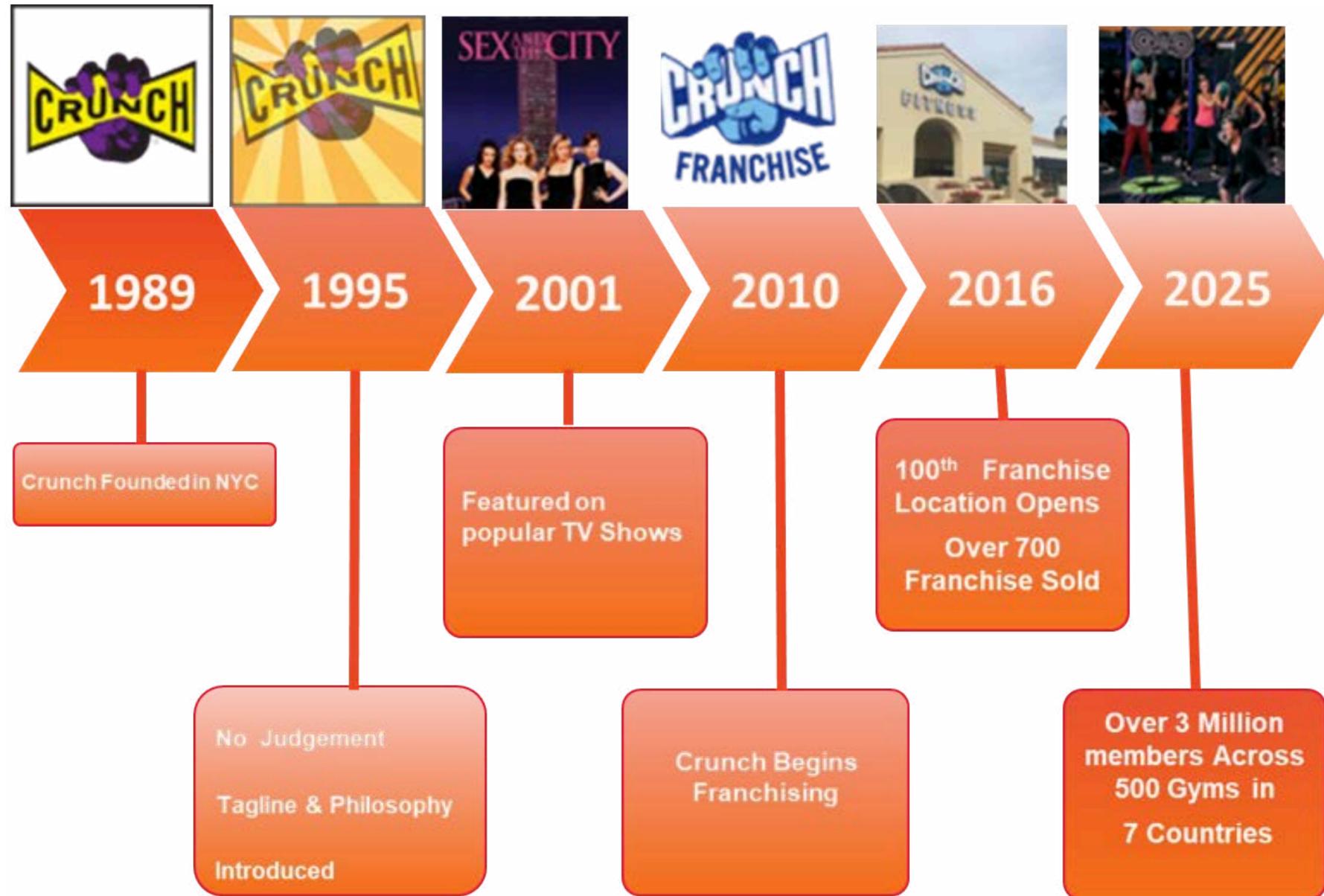


# THE HUB

- Crunch wasn't always the fitness industry powerhouse it is today. It was once a sweaty, basement-level aerobics studio in New York City's East Village. The year was 1989 and this was our first location.
- Now, more than three decades later, Crunch is still a gym that believes in making real exercise really fun by fusing fitness and entertainment, always remembering the No Judgments philosophy.
- There are No Judgments - Here we keep open minds. We seek only to encourage, empower and entertain. What we are is a diverse community, what we have is a culture of fun, what there is, is room for everyone.

#NO JUDGMENTS #NO LIMITS

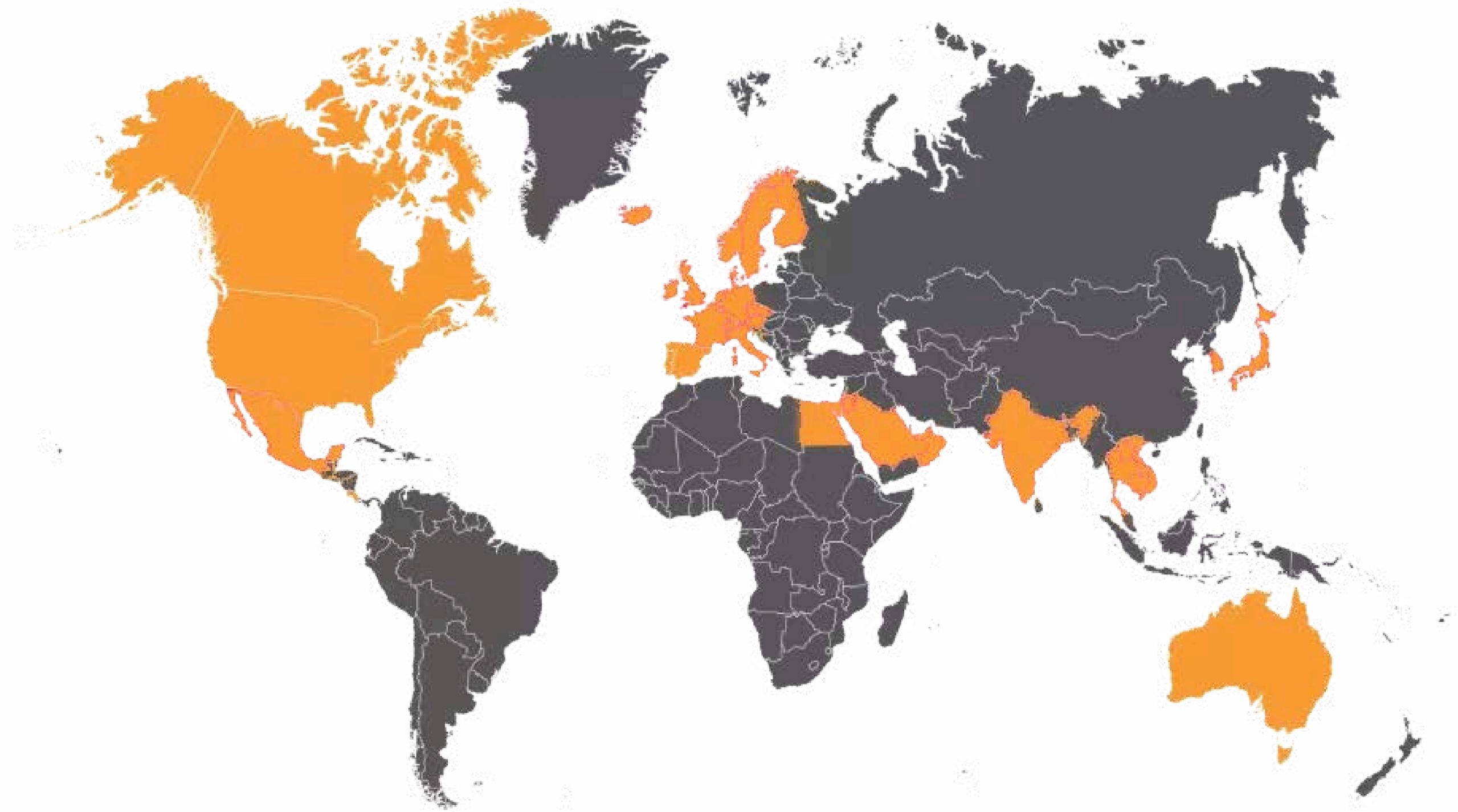
# RISE OF CRUNCH AS A "BRAND"



ARS



# AVAILABLE MARKETS





**HERE WE COME!!  
FEB'2025**

**#NO JUDGMENTS #NO LIMITS**



**CRUNCH  
IS COMING  
TO INDIA!**

[www.crunchindia.com](http://www.crunchindia.com)



**Dr. Umesh Kansal**  
**MANAGING DIRECTOR - CRUNCH FITNESS INDIA**

Former M.D. & CEO of several well-established companies in the fitness industry, financial services & textile related businesses.



**Nikhhil Kakkar**  
**CEO - CRUNCH FITNESS INDIA**

Former COO Gold's Gym India, having experience of 18+ years in fitness industry.



**Tania**  
**CMO - CRUNCH FITNESS INDIA**

Former Director Gold's Gym Noida, having experience of 14+ years in fitness industry.

# PEOPLE BEHIND CRUNCH INDIA

[www.crunchindia.com](http://www.crunchindia.com)

#NO JUDGMENTS #NO LIMITS



# WHY CRUNCH

- Popular Brand in the Fitness Industry
- Ranked #1 in Fitness Category for 2024 by Entrepreneur
- Unique combination of Fitness, Fun & Wellness
- 500 Locations in 7 Countries and Growing

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# WHAT WE OFFER

- **CARDIO**
- **STRENGTH**
- **JOIN THE PARTY**
- **HIIT**
- **RELAX & RECOVER®**

**#NO JUDGMENTS #NO LIMITS**



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# RELAX & RECOVER<sup>®</sup>



## RED LIGHT THERAPY

- Pain relief
- Skin health
- Muscle recovery
- Hair growth



## INFRARED SAUNA

- Detoxification
- Stress reduction
- Improved Sleep
- Relaxation



## COLD THERAPY

- Reduced inflammation
- Improved recovery
- Increased circulation

# HIIT ZONE

- AccelerateHIIT
- PunchHIIT
- StrongHIIT
- ExtremeHIIT

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FITNESS

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# JOIN THE PARTY

GROUP FITNESS

- **SWEAT**
- **STRENGTH**
- **FIGHT**
- **BEATS**
- **FLOW**



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# WHAT MAKES CRUNCH A CRUNCH!!

## THE NO JUDGMENTS PHILOSOPHY

Getting to the gym isn't always easy. That's why #NO JUDGMENTS is at the very core of creating the right atmosphere in our clubs. Our gyms are inviting spaces where diversity and acceptance is celebrated so that fitness can be accessible, empowering, and fun for everyone.

## CRUNCH+ LIVE & ON-DEMAND WORKOUTS

Crunch+ offers live fitness classes, recorded streaming classes, and customizable workout plans to keep you motivated and having fun. Crunch+ is offered on multiple streaming platforms, iOS, Android, and supported browsers.

## RELAX & RECOVER®

R&R® services, such as , Relax Pot, Cold Plunge, Red light therapy, and more to soothe hardworking muscles and enable relaxation after challenging gym sessions. For many, recovery services are an important part of their gym selection.

## PRESSURE-FREE ENROLLMENT

Crunch relies on a method of pressure-free enrollment, an approach designed to make the entire process – from purchase to workout – both comfortable and empowering for consumers.

## ADVANCED HIGH-INTENSITY TRAINING

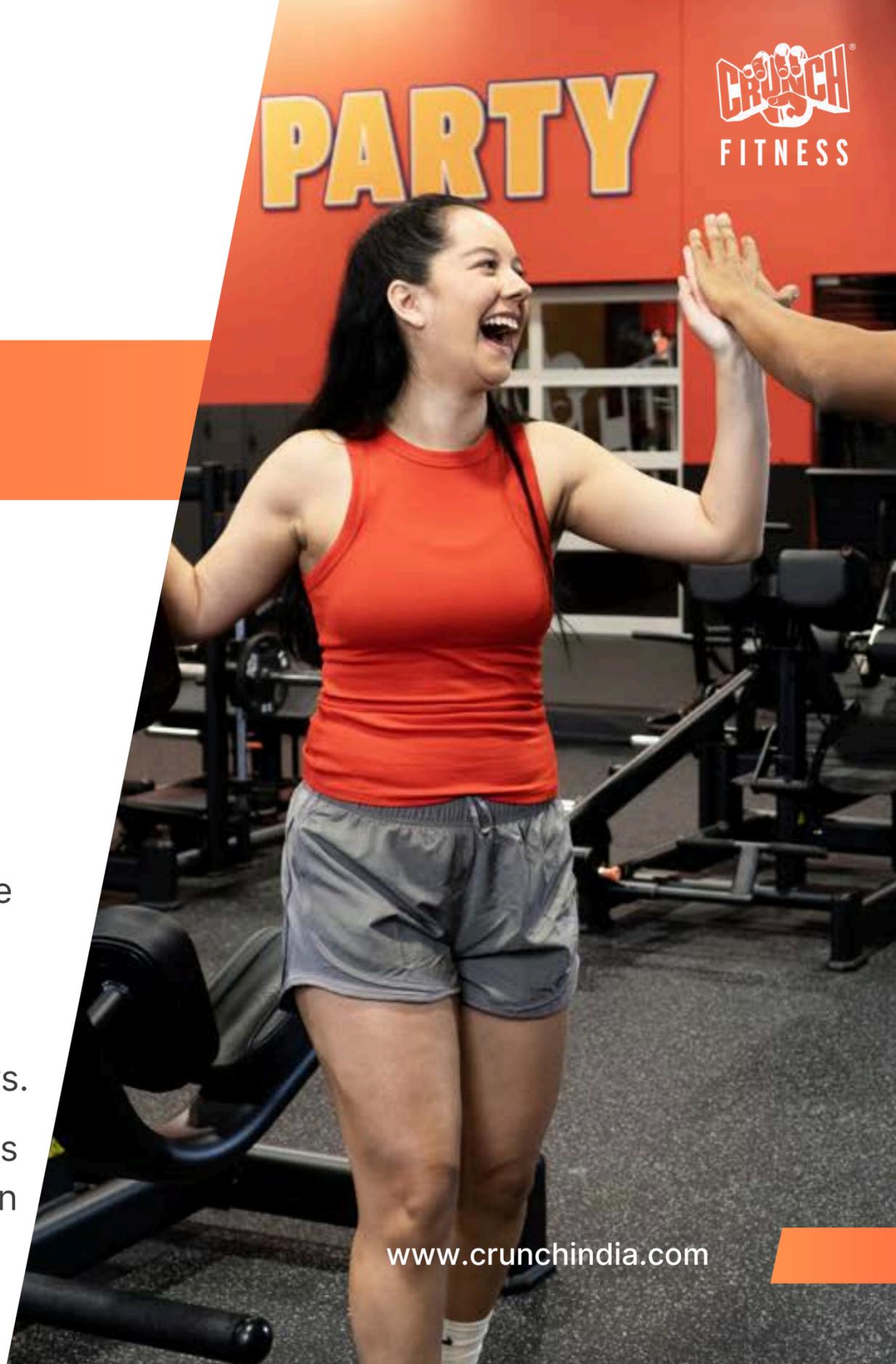
We understand that when we make serious fitness fun, it's hard for members to get bored. That's the purpose of The HIIT Zone: an innovative space dedicated to advanced high-intensity interval training. Members are challenged in a fun and engaging small group setting with a variety of experiences exclusive to Crunch.

## THE VALUE

With so many of the amenities high-cost gyms boast for a modest price, Crunch Fitness is a fantastic value.

# WHAT WE DO

- **Site Selection** - Our Team has extensive experience with Site selection, demographic information, competitive maps with best advise for lease negotiations.
- **Unparalleled support** - crunch is known for extending extensive support to franchise partners be it setting up the club ,training the staff & handholding throughout the franchise journey.
- **Standard vendor program** - Our SVP provides best products at best prices be it interiors , Gym equipment's & consumables .
- **Design & construction** - Our team will help you designing and planning the facility and our uniform designs & materials make things easier for our partners.
- **Marketing & Tech. support** - Our Marketing team has experienced members with in-depth knowledge and understanding of marketing ideas and execution through all channels.





# THE INVESTMENT & ROI

■ **INVESTMENT AMOUNT**  
Upto 3 to 3.25 CR

■ **AREA REQUIRED**  
5000-5500 Sq.Ft

■ **ROI**  
30-35%





# CONTACT US

**CRUNCH FITNESS INDIA**

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**#NO LIMITS**

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FITNESS

THANK YOU

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