

Franchise India

FLUID FITNESS EYEING EXPANSION THROUGH FRANCHISING

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New Delhi, July 5, 2011: One of the leading fitness solutions provider, Fluid Fitness has engaged Francorp, a part of Franchise India Group, which is Asia's largest integrated Franchise and Retail Solutions Company for

their strategic nationwide expansion.

Promoted by PSA Fitness Centres, Fluid- the Fitness Lounge was established in the year 2004 with an objective of providing overall fitness solutions to the individuals. Coupled with state-of-the-art fitness equipments and techniques and well equipped trainers, Fluid was an attempt to regularize the otherwise unorganized fitness industry. This resulted in Fluid's association with market leaders in the fitness equipment industry. Thus at Fluid you will find the seamless integration of state of the art technology and world renowned spa techniques in an environment which is totally breathtaking. The brand currently operates five health clubs in total, with one full format lifestyle fitness club under the brand name "Fluid - The Fitness Religion" having entire range of services from world class gym, Ayurveda, Aerobics, Spa etc. The company has another brand extension referred to as the "Fluid -Active Fitness" which offers only the gym facility under the name.

Commenting further, Mr. Pankaj Suri, Director, Fluid Fitness said, "To initiate franchising is a business decision as we feel ready to enter the second stage of growth and evolution. Fluid will provide complete assistance from brand support to selection of location, equipment purchase and assistance, training modules, SOPs, to manpower recruitment. Since we will be associating our brand name, it is imperative for us to train our partners well."

Adding to this, Mr. Gaurav Marya, Managing Director, Francorp said, "The franchising opportunity is at very exciting in the fitness space. Changing demographics, rising income levels and increasing urbanization has also fueled market growth. Indian fitness industry is hugely under-penetrated market as compared to several other developed and developing countries in the world."

About Francorp

Since its inception in 1976, Francorp has been the unsurpassed leader of the Franchise Consulting Industry globally. Over the years, Francorp based out of Chicago, has assisted companies in virtually every market segment with its patented processes and unmatched expertise. The clients include companies like Bridgestone, XEROX, Shell Oil, Hallmark Cards, Encyclopedia Britannica, Mad Science Group, Pollo Camperio, Ace Hardware, BP, Fruehauf, and Gant, to name a few. In India, Francorp has associated

with Franchise India Holdings Ltd. and has coalesced in an experience of 42 years.

About Franchise India

Franchise India is Asia's largest integrated franchise solution company since 1999, with an absolute authority on Franchising, Licensing, Retailing, Real estate and Marketing. The company has consulted several major brands over these years like Café Jubilee, Esbarro, SportyBeans, AgriMart, Peter England, Barista, Booster Juice, Videocon, Perfect Wellness, Satya Paul, Bwitch, HCL, MGF, Quality Walls, Tata, Gitanjali, HSBC, Levis, JK Tyres, Lakme, D'damas, Adidas, Euro Kidz, The Apollo Clinic, Chhabra 555, Kidzee, Motilal Oswal, Rosebys, Next, Welhome and more, through media, advisory and exhibitions. With its strategically formed divisions, Franchise India has created its own niche as the pioneers of franchise industry and a small business authority.

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