

**BODY LIFE  
INDIA FITNESS &  
WELLNESS EXPO**

International Trade Fair for Fitness,  
Wellness & Sports Nutrition.

09-11 October 2014,  
Bombay Convention  
& Exhibition Centre,  
Goregaon East, Mumbai.



**Enabling  
collaborative  
opportunities.**



3 day Trade Exhibition | Live Demonstrations | Workshops with Certification | B2B Meetings

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

Principal Event Associate:



Supported & Endorsed by:



Official Media Partner:  
**body • LIFE**

Event Partner:





## INTRODUCTION

The growing consciousness among the Indian population about staying healthy and fit has become a key driver for the fitness sector which is a sunrise industry in India.

Rising affluence levels, globalization & access to information on healthy lifestyles are catalyzing a noticeable shift towards a FIT and HEALTHY India. The demand for fitness equipment and services has grown multifold both in the home and commercial sector. It is very common these days to see world class gymnasiums, fitness chains / centres/ clubs in urban as well as middle class neighbourhoods, hotels, resorts, universities, sports training facilities & hospitals. Fitness centres in the workplace is also on the rise as the organisations have realized the importance of the employees' health and welfare for a greater output. A desire to inculcate beneficial fitness practice in to employee's lifestyles by companies has resulted in a new breed of corporate clients for the fitness sector.

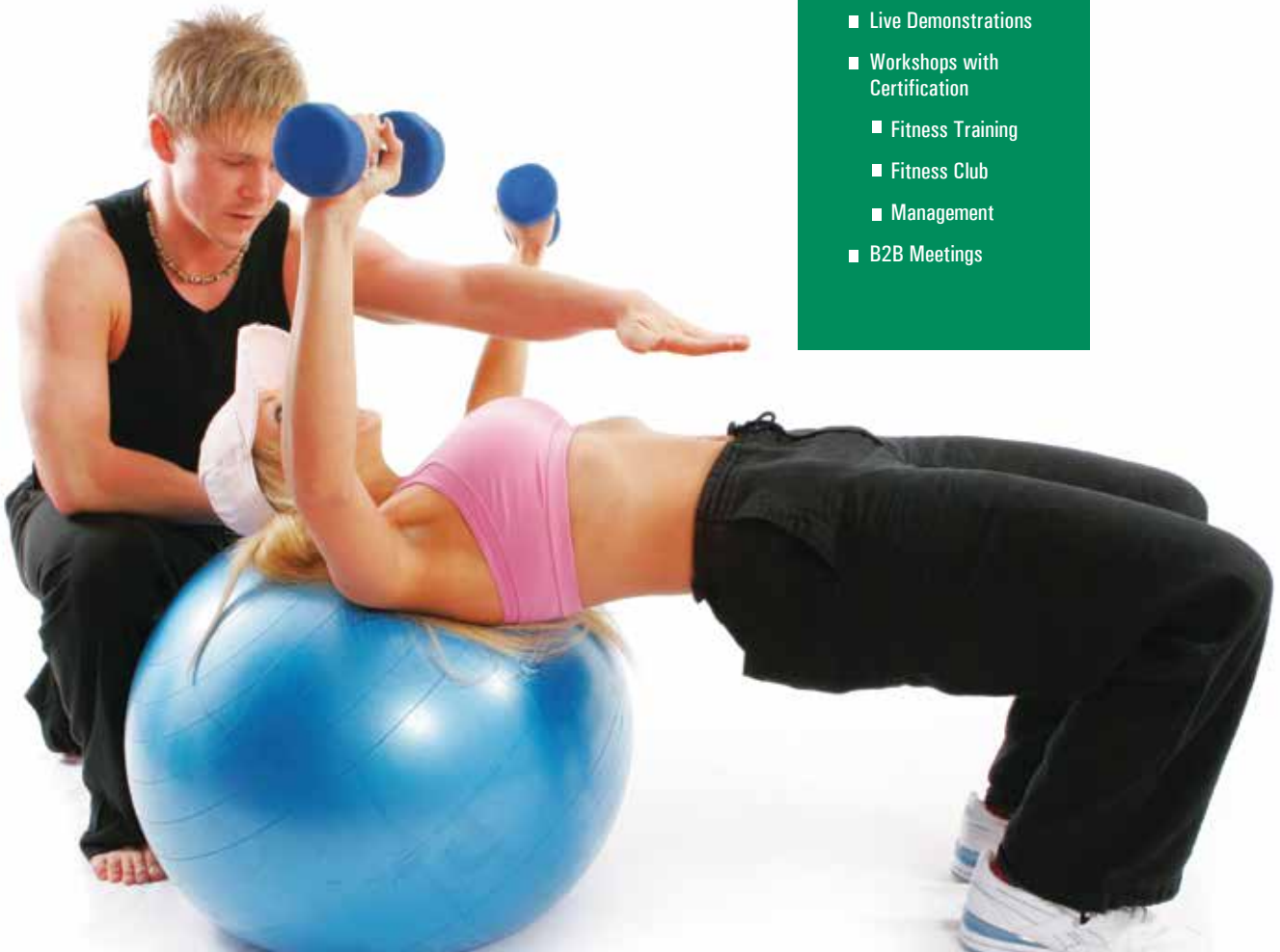
The fitness industry market in India is expected to reach US\$2.4 billion by 2015. It is stated to grow at a compounded annual growth rate (CAGR) of 50%. Presently, there are over 21,000 health and wellness centers across India, and the number is growing each day.

With number of international brands entering in to the Indian market to provide the best and futuristic machinery and increased purchasing power of the consumer, fitness industry is undergoing an exponential growth. New and Innovative new technologies which are interactive in nature are introduced every year to motivate and attract more consumers to the gyms and health clubs.

A trade fair in India that caters to this burgeoning industry is the need of the hour. A fitness and wellness industry trade show will not only act as a catalyst to the health-conscious movement, but also provide a platform to foster partnerships in the sector & convert the potential to commerce

## FEATURES OF BODY LIFE IFW EXPO

- 3 Day Trade Exhibition
- Live Demonstrations
- Workshops with Certification
  - Fitness Training
  - Fitness Club
  - Management
- B2B Meetings



## OBJECTIVE OF BODY LIFE INDIA FITNESS AND WELLNESS EXPO

- To promote fitness as a preventative care and to showcase the latest technologies and services in the fitness industry
- To provide a unique business platform that will bring together the entire fitness ecosystem under one roof
- To bridge the gap between the growing Indian fitness industry and developed markets

### Promotional Campaign

As the key audience of bodyLIFE IFW Expo, Gym Owners, Health Clubowners, Franchisees, Fitness Studio Consultants, Personal Trainers, Administrators from Corporates, Hotels, Rehabilitation Centres, Medical Institutions, Social Clubs, Schools, Universities, Sports Bodies and Athletic Federations will be invited to attend by means of the following activities:

- Presentations and personal invitations to all the fitness chains, private gyms and health clubs
- Promotion through articles and advertisements via Media Partnerships
- Online advertising in fitness portals and websites
- Flyers and posters in gyms
- Other PR activities to create awareness of bodyLIFE IFW Expo among the audience
- Direct Mails
- Exhibition invitations
- Periodic eDMs
- Leveraging Social Media to spread information about bodyLIFE IFW Expo

### THE bodyLIFE ADVANTAGE

bodyLIFE Europe's leading fitness magazine, is published in over 5 Languages all across Europe including a English edition in UK. The INDIAN EDITION of bodyLIFE is being launched in March 2014, by PDA-HAB the organizers of IFW EXPO. bodyLIFE INDIAN EDITION will be the official media partner & the Co-organizer of the expo. bodyLIFE INDIAN EDITION will therefore provide the ideal vehicle to reach out to the Indian fitness industry & will play a catalyzing role the success of bodyLIFE IFW EXPO.

The 'bodyLIFE INDIAN EDITION' as a Trade Publication will be in a unique position to connect & continuously engage with the Indian fitness industry and will offer the event a distinct advantage by contributing towards creating top notch workshops for members of the Indian fitness industry. Driven by the synergy between IFW Expo & bodyLIFE INDIAN edition bodyLIFE IFW EXPO will be a comprehensive event that addresses the myriad aspects of the industry and thus be of significant relevance and interest to the industry.

## EXHIBITOR PROFILE

Manufacturers / Distributors / Service providers & Solution Providers of:

### Fitness

#### Fitness Equipment & Accessories

- Cardio Training Equipment
- Weight Lifting Equipment
- Pilates Equipment
- Vibration Training Equipment
- Indoor Cycles
- Dumb-Bells
- Weights
- Small Aerobic Equipment
- Heart Rate Monitors
- Home Trainers
- Outdoor / Nordic Walking / Bicycles

#### Sports Equipment & Accessories

#### Fitness Training Institutions / Academies

#### Certification Agencies for Fitness

#### Martial Arts Equipment, Accessories & Clothing

#### Yoga & Aerobics Equipment, Accessories & Clothing

#### Training Aids

#### Job Exchanges / Career Consultancies





### Information and Communication Technology

- Membership Administration
- Accounting Systems
- Club Management Software
- Personal Training Software
- Fitness Calculators
- Workout & Nutritional Guides
- Fitness Goal Tracking Software
- Body Fat & Workout Tracking Software
- Fitness business management software

### Design, Furniture and Aesthetics

- Flooring
- Lockers
- Interior Decoration
- Sound & Lighting
- Shower Capsules

### Sports Nutrition

- Sports Nutrition Products
- Energy Bars and Gels
- Sports Drinks / Drinks System
- Fitness / Energy Drinks
- Dietary & Nutritional Supplements

### Miscellaneous

- Sports Wear
- Associations
- Industry Publications

### VISITOR PROFILE

- Owners, Directors & Consultants of Fitness Clubs, Gyms, Aerobics & Yoga Centers, Wellness Studios
- Managers / Administrators of Public Sports Facilities: The Sports Authority of India, Athletic Federations, Sports Associations, Universities, Schools & Colleges
- Training Institutions for Martial Arts
- Physiotherapy Centers
- Multipurpose Clubhouses
- Private Residential Facilities
- Corporate Fitness Facilities
- Rehabilitation & Medical Facilities
- Hospitals and Healthcare Centres
- Sports Retail Boutiques
- Developers & Builders of Residential and Commercial Properties
- Dealers / Distributors / Resellers / Importers of Fitness Equipment
- Dietician, Nutritionists & Physiotherapists
- Human Resource Heads, Purchase Managers & Fitness Facilitators from Corporates
- Mall Owners, Directors, Consultants & Professionals
- General Fitness & Wellness Enthusiasts
- Spa Owners and Managers
- Major Hotel Chains



#### MESSAGE FROM THE CHIEF PATRON

Talwalkars is delighted to be associated with IFW Expo 2014 as the Principal Event Associate.

As the owner of largest chain of health centers' across India, we wholeheartedly support & welcome a fitness and wellness trade fair in India. We believe a comprehensive fitness & wellness trade event is the need of the hour.

I personally laud the efforts of PDA Trade Fairs in taking the initiative to create a platform for the Fitness & wellness industry to meet, interact & explore collaborative opportunities via India Fitness and Wellness Expo 2014 (IFW Expo), an International trade fair for the Fitness Equipment, Wellness and the Sports Nutrition Sector. IFW Expo aims to catalyze the growth of the Indian Fitness & Wellness industry by bringing together the entire fitness & wellness industry ecosystem under one platform.

With the over 15 years of experience of conceptualizing and organizing niche focused trade fairs, I am certain that PDA Trade fairs would succeed in attracting exhibitors from around the world to showcase the latest fitness equipments / technologies & innovative wellness systems and draw relevant audience to convert potential to commerce.

I wish the expo a great success.

Best wishes

**Madhukar Talwalkar**  
Executive Chairman  
Talwalkars





"I am looking forward to the initiative that PDA has proposed. A more cohesive Fitness Industry in India will be of great help to both Gym Owners as well as Gym Users. We look forward to attending and assisting in making this onwards."

Ms. Zarin Watson, Director  
Watson Fitness



"When a team with real hardcore expertise in specialized expos and a panel of true experts in a field come together, something spectacularly good is always expected. That's the same worth being expected from this initiative and I'm pretty confident that they will deliver something on a professional platform that the fitness industry has long been in need of."

Kaizzad Capadia, Co-Founder & Director  
K11 Fitness Academy  
Executive Director, Neulife  
Member of Board of Directors  
Your Fitness Club



"I am very pleased to hear about the bodyLIFE IFW Expo which is specifically done for the Fitness industry in India which is the first of its kind. I am sure this will give a good platform to people in the Fitness Industry to come together, share views and learn from each other. Looking forward to be a part of this event."

Ms. Brinda Vikram, Director - Operations  
and HR, Force Fitness - Master  
Franchisee Snap Fitness



#### Exhibition Stand Tariff\*

Space	Bare Space per sq.mt. [Min. 36 m <sup>2</sup> ]	Shell Space per sq.mt. [Min. 9 m <sup>2</sup> ]**
Indian Registered Company	₹ 5,000	₹ 6,000
Company Registered outside India	\$ 250	\$ 300

\*Local taxes will be additional as applicable at the time of final billing. Current applicable taxes are 12.36%.  
To book space log on to: [www.ifwexpo.com](http://www.ifwexpo.com) or e-mail: [ifwexpo@pdatradeairs.com](mailto:ifwexpo@pdatradeairs.com)

\*\*9 sq.mt. shell scheme stall includes Octonorm Panels of 4mm thickness covering the shell stand, Fascia, One information desk, Two Chairs, Four Spotlights, One Waste Paper basket, One 5/15 Amp Power Socket with 500 watts of power and Carpet

## WHY MUMBAI?

Mumbai is the commercial and entertainment capital of India. It is also the world's top 10 centers of commerce in terms of global financial flow. It is the world's 29th largest city by GDP and enjoys a per capita income of US\$2,845. The wellness and fitness industry in Mumbai is witnessing a boom owing to increasing awareness and resident population.

Mumbai is home to many of India's large fitness center chains also making it the largest consumer of fitness equipment. It is fast emerging as India's fitness capital and can probably boast of the largest number of premium gyms, fitness centers & spas in the country. Fitness centers, weight loss clinics and gyms are mushrooming in every available corner of the city. The growth factors of the business can also be attributed to the influence of Bollywood and other industries where one's physique and photogenic quotient are taken into consideration.



### The driving force behind bodyLIFE IFW EXPO

Industry specific inputs and expertise are crucial to the success of any industry specific trade show. A specially constituted Event Advisory Committee has been formed to steer the event and keep it in line with the requirements of the fitness and wellness industry in India. The Committee includes experts from across the industry and comprises of the following members:

**Mr. Madhukar Talwalkar**

Chairman, Talwalkars Better Value Fitness Ltd.

**Mr. Abhimanyu Sable**

Founder, MD & CEO, ABS Fitness & Wellness Club

**Ms. Brinda Vikram**

Director Operations and HR, Snap Fitness

**Mr. Dilip Heble**

CEO & Founder, Gayo Fitness

**Mr. Kaizzad Capadia**

Co-Founder & Director, K11 Fitness Academy

**Ms. Kalyani Capadia**

CEO, K11 Fitness Academy

**Ms. Leena Mogre**

Leena Mogre's Fitness

**Mr. Nikhil Mogre**

Leena Mogre's Fitness

**Mr. Prashant Talwalkar**

Managing Director, Talwalkars Better Value Fitness Ltd.

**Mr. Samit Gupta**

Director, New Life

**Mr. Sudhir Ramdas**

Managing Director, Focus Fitness

**Mr. Tushar Ramanan**

Executive Director, Tushar's Fitness Studio

**Dr. Vikram B. M.**

CEO & MD, Snap Fitness

**Mr. Vinayak Gawande**

Director, Talwalkars Better Value Fitness Ltd.

**Ms. Zarin Watson**

Director, Watson Fitness



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Organised by:



**PDA-HAB  
MEDIA & TRADEFAIRS PVT. LTD.**

PDA-HaB Media & Trade Fairs Private Limited is a joint venture company between PDA Trade Fairs and Health and Beauty Holding GmbH.

PDA Trade Fairs, is one of India's leading Exhibition Organisers. Initiated in the year 1984, with multiple sector specific successful shows to their credit.

The Health and Beauty Group is one of Europe's leading trade publishing and trade exhibition organizers. Health and Beauty publishes the "trainer" and "bodyLIFE" fitness magazines in five languages across Europe - and will bring its cutting-edge expertise, experience and energy to bodyLIFE IFW Expo.

PDA Trade Fairs and Health and Beauty Holding (Europe) GmbH, publishers of "bodyLIFE", Europe's leading fitness magazine are organizing "India Fitness and Wellness Expo 2014" between 9 - 11 October 2014 in Mumbai.



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