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## FROM THE MD'S DESK

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We continue to grow as a leading PAN India Gym of choice and are committed to build a healthier and fitter India together with our franchise partners. In this journey we are proud to be seen as supportive, proactive and fair principle providing our franchise partners a platform to not only fulfil their dreams but also build a meaningful and profitable entrepreneurial venture.

”

Vikas Jain, Managing Director  
Anytime Fitness India

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## Making Healthy Happen.

### OUR FOCUS.

Be a PAN India Fitness brand of choice that is supportive, result oriented, inclusive, welcoming, backed by the right global expertise for franchise owners and members.

## PEOPLE

A business that puts people first, always.

## PURPOSE

In it for the right reason.

## PROFITS

You set the bar for what success means.

## PLAY

Work doesn't have to feel like work.



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## GLOBAL PRESENCE

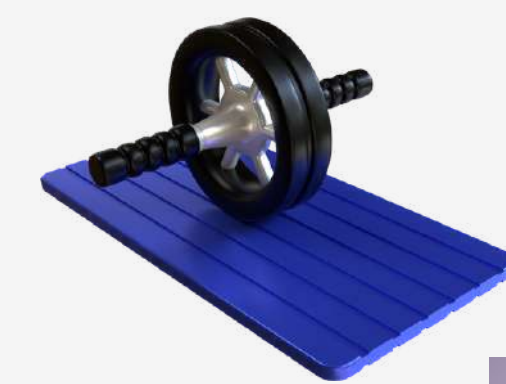
### WORLD'S LARGEST GYM CHAIN

We have thousands of gym owners worldwide building, maintaining, and running successful gyms with Anytime Fitness - the world's largest and fastest-growing chain of co-ed gyms.

On an average, a new club opens up every business day, and a new member joins every 45 seconds.



**4M+**  
Members



**5500 + Gyms**  
worldwide & counting

**3250+**  
Franchise Owners



 **40+**  
Countries

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## MAKING INDIA FITTER. TOGETHER.

### MULTI GYM OWNERS

60% of our owners operate multiple gyms.

### PRESENCE

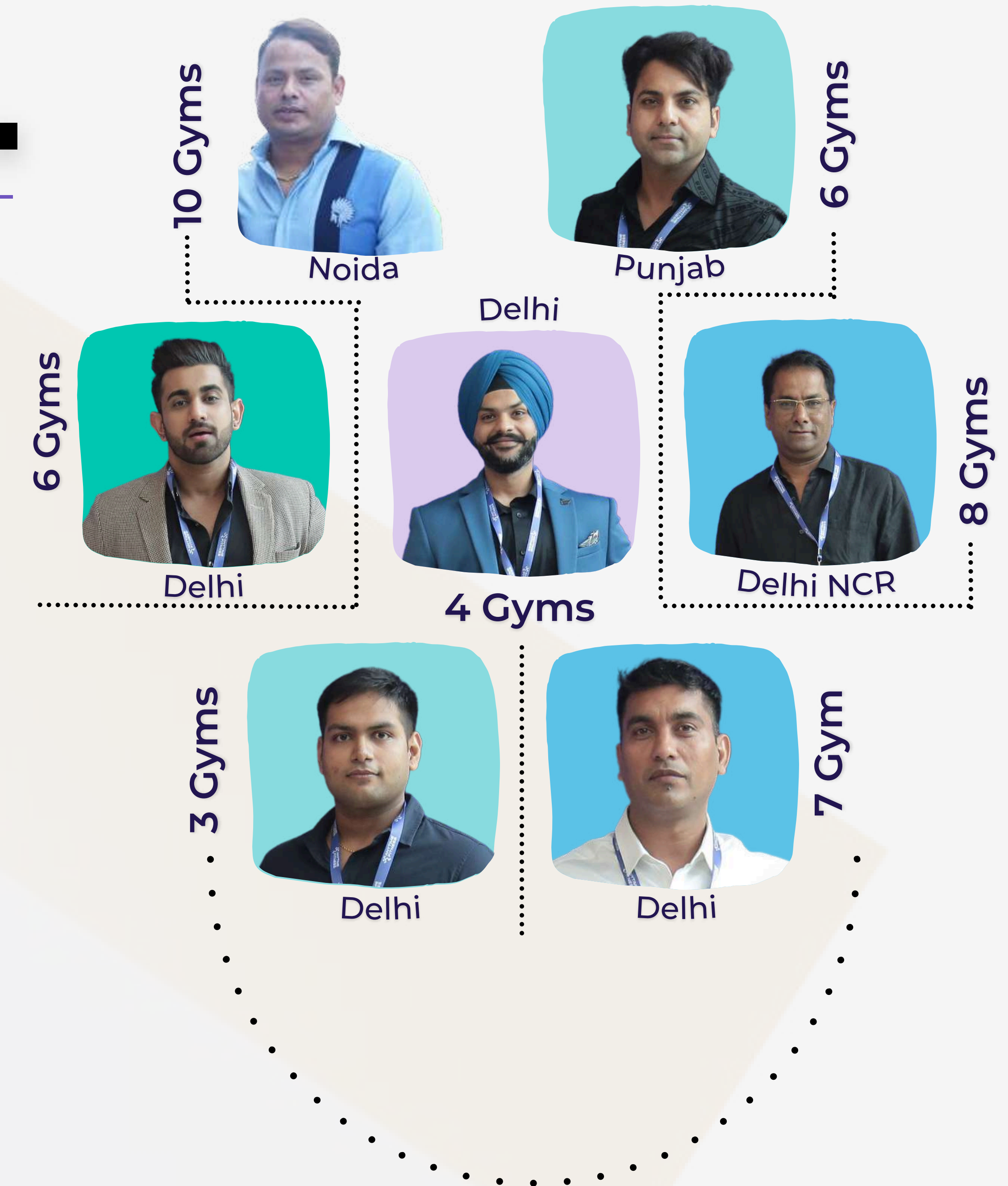
17 States, 47 Cities,  
170 + Locations.

### MEMBERS SERVED

More than 5,00,000 +  
members served.

Our passionate franchise owners are changing the health of India and we couldn't be more proud.

### The AF Changemakers





## WHY PARTNER WITH US ?

When you invest in a new business, you want to make substantial returns. With real people, in the real world. We have designed every element of Anytime Fitness with that goal in mind.

### Trusted

With 5000+ gyms globally, the most trusted fitness chain in the world.

### Support

Dedicated support throughout your journey.

### Sustainable

A flat monthly fee. No percentage of profit from your revenue.

### Ranked High

Appeared for seven times in the top 10 Entrepreneur's list of Top Global Franchises.



## SCRIPTING SUCCESS STORIES



Manu Grover  
5 Gyms in Punjab

*I have expanded to 5 AF Gyms now. The strategies and support provided by the Master Franchise helped me to scale the business with sustenance exceptionally.*



Agam Singh Dilawari  
4 Gyms in Delhi

AF has given me a purpose to work towards a fitter India. It is a delight waking up everyday and making healthy happen for 800+ members in every gym.



Sanjay Gupta  
8 Gyms in Delhi NCR

*I wasn't from the fitness industry and was a bit hesitant at the start. That's when AF helped me with every step to setup my first gym. I now operate 5 gyms in Delhi NCR.*



# A JOURNEY THAT JUST WORKS.

## SHARE YOUR STORY

- Share your contact details at - [opportunities@anytimefitness.in](mailto:opportunities@anytimefitness.in)
- A franchise counsellor will give you an overview.
- A review call will be initiated to address all your questions.
- Visit one of our gyms and corporate office.

## TERRITORY FINALIZATION AND OPERATIONS

- Review financial details. Finalize territory.
- Sign franchise agreement.
- Attend New Franchise Training and meet the team & vendors.
- Order equipment and gear up for pre-sales.

## GETTING STARTED FOR OPENING DAY

- Build your team. Promote your gym offline and online.
- See successful pre-sales with member sign-ups.
- AF Grand Opening. Open the door for members.
- Get dedicated support to ensure business profitability.

# WE'VE GOT YOUR BACK



Arjun Gupta and Aman Gupta  
3 Gyms in Delhi

*The Master Franchise was very supportive throughout the whole setup process. From finding the right location to generating sales, they guided us at every step.*



Sunil Sharma  
7 Gyms in Delhi

*The marketing support team at AF has been very proactive to assist me in scaling to 6 Gyms in Delhi. Their marketing strategies have generated a lot of signups for us.*



Abhishek Bhatia  
6 Gyms in Delhi

*From tapping the right location to ensuring a sustained growth across all my gyms, the journey with AF has been incredible and rewarding.*



# INVESTMENT AND RETURNS

## AREA REQUIRED

**4000 - 5000 sq ft.**

## INVESTMENT

**2.5 cr - 3.5 cr**

## LIQUID CAPITAL

**1.5 cr - 2 cr**

## RETURN ON INVESTMENT

**Up to 35% Yearly**

There has never been a better time to own a franchise with Anytime Fitness.

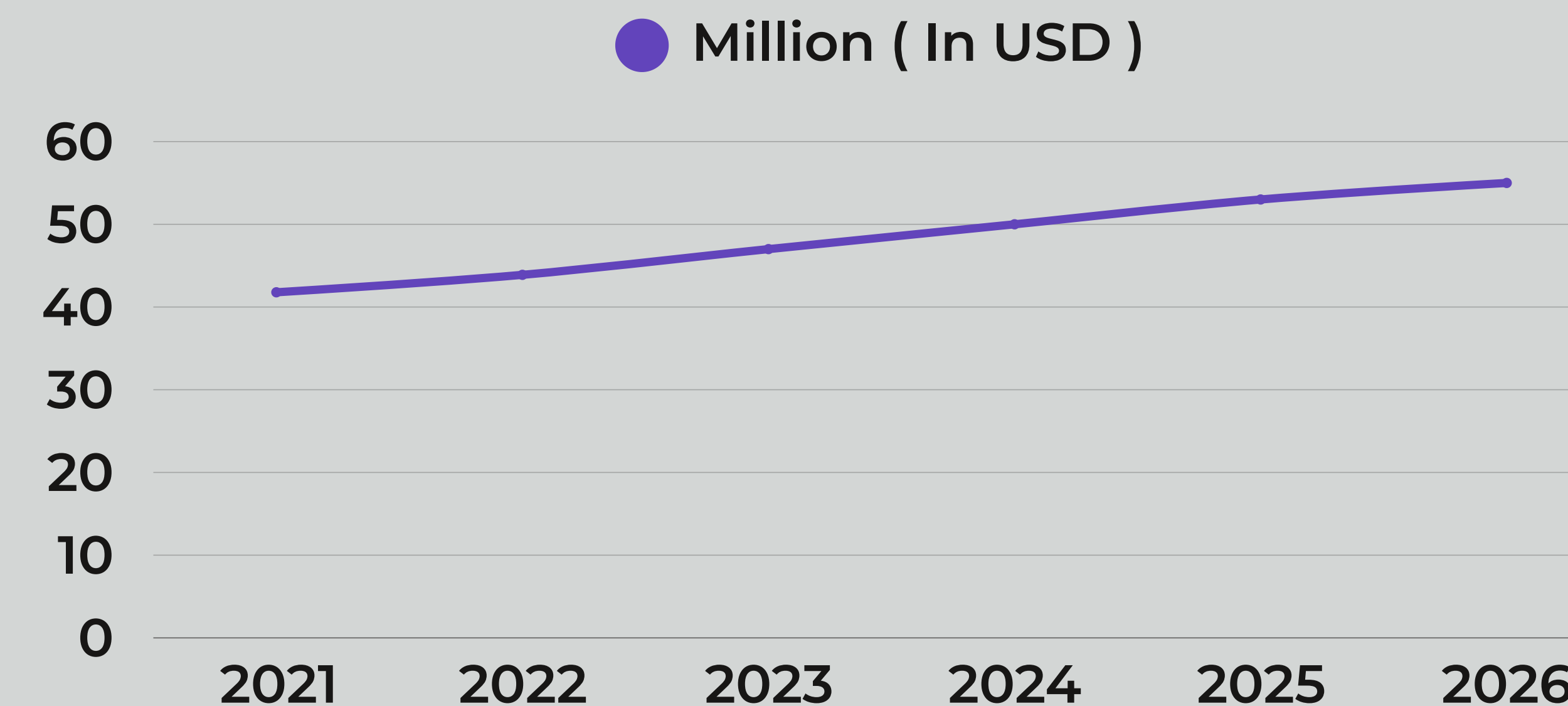
## INDUSTRY POTENTIAL

**6.13%** Projected increase in revenue

Year on year growth  
2022 - 2026

**USD 43.89M** Revenue to reach by 2022

**USD 55M** Expected to grow by 2026



Source: Statista. Update - Sep 2022

## How is AF Tapping on this Potential ?

Low Entry Barrier  
For Members.

Anytime, Anywhere.  
24/7 Open, Global Reciprocity,  
AF Workouts App.

Personalized Coaching.  
Focused Training based on  
individual goals.

At Anytime Fitness, healthy members and healthy unit economics go together. We've got the offerings and support you need to do business confidently in this industry. No false promises. No hidden conditions. Just the best returns on your investments along with your gym members.

## FROM THE DIRECTOR'S DESK

With a footprint of over 5000+ Gyms globally, we have cracked the code on supporting passionate franchise owners to setup as well as build their gym through a sustained and well tested operations model. From location guidance to vendor shortlisting to generating sales, we have your back throughout your journey.



With more and more people getting aware about the benefits attached with leading a healthy lifestyle, It is the best time to invest and partner with a renowned fitness chain. Anytime Fitness is looking for changemakers willing to collaborate and make healthy happen for India.

60% of our franchise owners are multi gym owners and are running their gyms PAN India. Their journey of success and the evergrowing presence of Anytime Fitness in India is what motivates us as a brand to deliver unparalleled support and responsiveness to new franchise owners.

Vishal Kwatra, Director, Anytime Fitness India

**Making  
Healthy  
Happen.  
TOGETHER.**

**WE ARE THERE  
FOR YOU**

### Support Throughout

We know many business owners might find setting up a gym difficult, so our award winning support team is always there with you throughout the process and across the lifecycle of your gym.

### ONBOARDING SUPPORT AND TRAINING

Prioritized training process and flow for new owners.

### COLLABORATIVE ENGAGEMENT

We grow as a community by learning from experiences and success stories.

### MARKETING SUPPORT

Ongoing marketing support to generate healthy returns.

### TOOLS & DECISION SUPPORT SYSTEM

Everything streamlined for you with efficient gym management tools.

### ONGOING TRAINING AND DEVELOPMENT

Breakdown of a phase wise growth program for you to scale economically.



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# Awards & Recognition



- Franchise India Awards 22', 23', 24' & 25'  
Franchisor Of The Year - Fitness category
- Fitness Excellence Awards 2017 & 2019  
Excellent Franchise Award - 2017 & 2019  
Futuristic Gym Model - 2017  
Most Promising Gym Chain - 2019
- Entrepreneur Magazine  
Top Global Franchise : 1st Position - 2016  
Top 500 Franchise : 2nd Position - 2015  
Top Fitness Franchise : 1st Position - 2016







# THE FITNESS BUSINESS THAT WORKS 24x7

Join the world's largest fitness franchise and unlock success around the clock.

AF™



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