

HEALTH AND FITNESS ENTREPRENEURSHIP STARTUPS IN INDIA

Key to Fitness Mindset



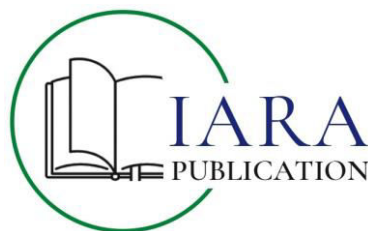
Editors:
Prof. Dr. Poorva Ranjan,
Ms. Priyanshi Jain



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Health and Fitness

Entrepreneurship Startups in India
Key to Fitness Mindset

Edited By:

Prof. (Dr.) Poorva Ranjan

Ms. Priyanshi Jain

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Key to Fitness Mindset**

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PREFACE

An entrepreneur is a person who initiates a business or enterprise bearing all financial risks in the hopes of making a profit. Entrepreneurship is the process of initiating the business. It is associated with the growth of people and nation financially. It involves identifying opportunities, creating solutions that are innovative and launching ventures related to the addressed problem.

Sports entrepreneurship refers to applying entrepreneurial principles and tactics in sports industry. The sports industry has direct economic impact in increasing country's GDP by organizing major sports events which attracts tourism and also the revenue earned from sale of ticket is an aid to the country's GDP. Revenue from the Indian sports business surpassed Rs. 14,000 crores in 2022, up 49% from the previous year. Overall, the sports sector is an entire economy capable of contributing up to 5% of the country's GDP.

This book is a tribute to all the entrepreneurs who are contributing in making citizen healthy and physically fit through their startups. The entrepreneurs focused on both physical fitness and providing nutritional diet plans to their customers. Entrepreneurs came up with innovative ideas to attract the customers and create a healthy lifestyle for them. The innovative ideas included giving rewards in cash, cryptocurrency nifty on completing a task related to fitness supporting a healthy lifestyle. This book contains chapters on sports and startups focusing on the challenges faced by the company, short description about the entrepreneur, range of products and services they deal in and the growth of their startup over the years. Digitalization was an aid to all the entrepreneurs in settling up their startups online and providing services online. Many startups took the help of AI to resolve the queries.

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To the publisher, for seamless coordination.

Prof. (Dr.) Poorva Ranjan

Ms. Priyanshi Jain

ABOUT THE CONTRIBUTORS

PROF. (DR.) RAVIKANT SWAMI

Prof. (Dr.) Ravikant Swami has a decorated and diverse educational background - a Ph.D. in Management, MBA, and Bachelor in Economics from prestigious universities in India, and certifications and training from B-schools like IIM Bangalore, IIM Calcutta, and IIFT New Delhi. Dr. Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised Ph.D. thesis, and dissertations at MPhil as well as MBA levels. He is the director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practice better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.

PROF. (DR.) POORVA RANJAN

Prof. (Dr.) Poorva Ranjan is a Phd in Retail Marketing Management and MBA in International Business Management from Devi Ahilya Vishwavidyalaya, Indore [DAVV]. A Google Certified Digital Marketer who also specializes in Social Media Marketing and Content Development. She is currently Head of Management School at Delhi Metropolitan Education. Dr. Ranjan firmly believes in national development via and Skill Building of students. She works closely with students for Skill Enhancement purposes in various areas like Digital Marketing, ICT Tools, and Cyber Security, to name a few. Her areas of teaching and research are Digital Marketing, Entrepreneurship Development, and Retail Management. Dr. Ranjan passionately instills creativity, innovation, and entrepreneurial mindset in students and mentors them in nuances of idea generation, prototype building, and business plan development.

DR. SHALINI GAUTAM

Dr. Shalini Gautam is working as an Associate Professor in Delhi Metropolitan Education, GGSIPU. She has been working in academics for more than ten years. Before this, she has corporate experience 12 years in the financial sector.

MR. SWARAJ MANCHANDA

I am a graduate from SRCC, DU, Postgraduate from Hansraj College, DU. I had qualified NET exam twice in 2017 and 2019. I am working as an Assistant Professor in DME Management School since 2019. I Have published one research paper in Journal Named Our Heritage in 2020-21 in the Global Strategic Management Conference. One Chapter named Private Institutions Supporting Digital Startups has also been published in the Book titled "Digital Startups Landscape post Covid-19" and some papers have been presented in conferences of Trinity College, Dwarka, Lal Bahadur Shastri Institute of Management (LBSIM).

MS. ROLI WADHWA

Associated with Delhi Metropolitan Education, GGSIP University as an Assistant Professor teaching Management students. She is currently pursuing a PhD from the APJ Abdul Kalam Technical University after completing her MBA from Amity University. She has attended various National and International Conferences, FDPs and Workshops. She is also the convener of the Entrepreneurship Cell at Delhi Metropolitan Education.

DR. RASHMI CHAWLA

Dr. Rashmi Arora Chawla is currently spearheading as an Associate Professor in the School of Management, DME, under Guru Gobind Singh Indraprastha University. She is an erudite academician with an extensive experience of 12+ years in teaching. Qualified with NTA NET, Ph.D. (Micro Finance) backed by M. Phil (Commerce) from Calcutta University, M. Com (Accounting and Finance) and B. Com(Hons.) from Burdwan University, she has a rich experience in teaching Commerce, Accounting, and Finance subjects. She has published research papers in refereed journals including Scopus indexed journals. She is also certified in many Swayam Courses and acted as a Discussion Forum Moderator in Academic Writing (Swayam MOOC Course).

DR. KHUSHBU KHURANA

Dr. Khushbu, is currently working as an Assistant Professor at DME Management School affiliated to Guru Gobind Singh Indraprastha University. She has done her PhD in Organisational Behaviour & Human Resource Management from Jaypee Business School, JIIT University, Noida. She has worked on the employability skills in engineering students. She has been awarded UGC-NET- Junior Research Fellowship and Senior Research Fellowship in the year 2016 and 2019 respectively. Dr. Khushbu Khurana has presented papers in National and International Conferences and has research publications in ABDC and SCOPUS indexed journals. Presently working on the topics such as, Employability Skills, Green HRM, Employee experience, Research Motivation. Her areas of work/ teaching and research are Organisational Behaviour & HRM. She has gained experience in teaching and research as well as three years of industry experience.

MS. POOJA TRIPATHI

Ms. Pooja Tripathi has about 14 years of experience in academia and is currently working as an Assistant Professor with Delhi Metropolitan Education, Noida. She is pursuing Ph.D. from Jaypee Institute of Management Technology, Noida. She is pursuing her research in the field of sustainability marketing and has contributed research papers and book chapters on sustainability, marketing and spirituality. She is also a member of the research cell of Delhi Metropolitan Education undertaking research work. She is also a member of the NAAC accreditation committee of the institute

MR. BHUPENDER SINGH

Presently working as an Assistant Professor in Management School at Delhi Metropolitan Education, Noida. He is Head (IT) and Convener (ERP) at DME. Has 17+ years of work experience from reputed institutes in the field of academics. Pursuing PhD in CSE department from Invertis University, Bareilly, UP, after having completed his MPhil (CSE), MBA (IB), MTech (IT) & MCA from reputed institutes. Area of specialisation: AI, ANN, Data Visualization, Information Systems.

DR. POOJA SHARMA

The author is a teaching and Research Professional currently, working as an Assistant Professor at Delhi Metropolitan Education, affiliated to Guru Gobind Singh Indraprastha University. A Ph.D. and SAS@ Certified Research professional, the author has industry as well as academic experience. Have taught subjects including Research Methodology, Accounting, Taxation and E-Commerce, the author has also served as a Data Analyst in a National Airline. The author has a strong research background adept at conducting data- driven exploratory business analysis, with hands-on experience on SAS, SPSS, Python, PLS- SEM and R. The author has to her credit several publications in International and National Journals listed in ABDC, Scopus, UGC care Listed and other peer reviewed journals.

DR. SHUCHI GOEL

Dr. Shuchi Goel is currently working as an Associate Professor, Management School, Delhi Metropolitan Education, Noida. She is also an Academic Coordinator and 2nd Incharge, Management School. She holds a PhD in Economics from Jamia Millia Islamia, New Delhi and is also UGC-JRF qualified.

MS. SHANU JAIN

Associated with Delhi Metropolitan Education, GGSIP University as an Assistant Professor Teaching Management students. She is currently pursuing a PhD from the Department of Commerce, Delhi School of Economics, University of Delhi after M.Phil. Passionate about teaching and research especially in areas of consumer behaviour. Attended various National and International Conferences, FDPs and Workshops. She is also the Managing Editor at DME Journal of Management and Member of Research Cell at Delhi Metropolitan Education.

MS. PRIYANSHI JAIN

Ms. Priyanshi Jain is currently working as an Assistant Professor in the Delhi Metropolitan Education, School of Management, affiliated with Guru Gobind Singh Indraprastha University. She earned her bachelor's degree (B. Com. Hons.) and master's degree (M. Com) from the University of Delhi and qualified for the UGC NET in Commerce. With a keen interest in teaching and research, she has been a part of Teach for India and various research projects. She has also cleared various NCFM modules. Ms. Jain has been selected as a Leader of Tomorrow and had the opportunity to be a part of the St. Gallen Symposium, Switzerland.

SHEETAL RANA

Sheetal Rana has completed her schooling from School of Excellence, Delhi in the commerce field in 2021. She is currently pursuing BBA with HR specialization from Delhi Metropolitan Education (affiliated to Guru Gobind Singh Indraprastha University). She has done some online certification courses such as project management and inventory management and also a digital marketing MOOC course from Swayam portal. In DME she is a part of centre of management research group. She is also part of Y20 committee and NSS (National Service Scheme). Currently she is undertaking a beginner's Spanish course from MOOC portal.

PARUL BAKSHI

Parul has completed her schooling from Hans Raj Smarak Senior Secondary school in the commerce field in 2021. She is currently pursuing BBA with HR specialization from Delhi Metropolitan Education (affiliated to Guru Gobind Singh Indraprastha University). She has done some certification courses some of which are project management and investment banking and also a digital marketing MOOC course from Swayam portal. In DME she has been a part of the Enigma, the music society and has also performed in many events. Currently she is undertaking a six Sigma certification course in DME.

TUSHAR SHARMA

Tushar has completed his schooling from ASN Senior secondary school, as commerce his field. He is currently pursuing Bachelors in Business Administration specializing in finance domain from Delhi Metropolitan Education which is affiliated by GGSIPU. He has obtained certification in many trendy topics including sustainable development goals towards Business as well as six sigmas. He is a dedicated individual, who is keen to learn and discover new things and Tushar plans on pursuing Masters in Business Administration specializing in finance in his future. He himself pertains a sharp interest towards fitness which motivated and helped him immensely in writing this book. His strengths would include his confidence and optimistic view towards life.

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1

HEALTHIFY ME: MAKE YOUR HEALTH A PRIORITY WITH HEALTHIFY ME

Dr. Prof. (Dr.) Ravi Kant Swami and Sheetal Rana

OVERVIEW OF THE COMPANY

HealthifyMe is a leading health and wellness company that offers a unique and comprehensive approach to personal health and fitness. The company was founded in 2012 in Bangalore, India, and has since grown to become one of the most prominent players in the health tech industry.

At its core, HealthifyMe aims to empower individuals to take control of their health and lead healthier lifestyles. The company provides a range of digital tools and services that blend technology, data analytics, and human expertise to deliver personalized health and fitness solutions to its users.

What sets HealthifyMe apart is its integration of human coaching and expertise into its digital platform. The company has a team of certified nutritionists, trainers, and health coaches who work in tandem with the app to provide personalized guidance and support to users. This human touch ensures that users receive customized advice and recommendations tailored to their specific needs, goals, and preferences.

Furthermore, HealthifyMe leverages the power of data analytics to offer valuable insights and trends to its users. The app tracks and analyzes user data to provide detailed reports on nutrition, exercise, sleep patterns, and overall health. This data-driven approach helps individuals make informed decisions about their lifestyle and enables them to make positive changes to their health habits.

HealthifyMe also collaborates with various corporate partners, insurers, and healthcare providers to offer its services to a wider audience. The company's corporate wellness programs help organizations promote employee well-being and foster a healthy work environment.

Figure 1: Range of Products

Source- The Author

ABOUT THE ENTREPRENEURS

HealthifyMe was co-founded by Tushar Vashisht and Sachin Shenoy, two entrepreneurs who shared a vision of revolutionizing the health and wellness industry through technology. Here's a short note on each of the entrepreneurs:

Tushar Vashisht: Tushar Vashisht is the CEO and co-founder of HealthifyMe. He has a background in computer science and engineering, with previous experience in companies like Huawei and Qualcomm. Tushar is known for his strong leadership skills and strategic vision, driving the growth and success of HealthifyMe.

Sachin Shenoy: Sachin Shenoy is the Chief Technology Officer (CTO) and co-founder of HealthifyMe. He is an experienced technology professional with expertise in software development and product management. Sachin plays a crucial role in overseeing the technological aspects of HealthifyMe's platforms and ensuring a seamless user experience.

Together, Tushar and Sachin have played instrumental roles in shaping HealthifyMe into a leading health tech company. Their entrepreneurial spirit, combined with their passion for leveraging technology to improve people's health and well-being, has propelled the company's growth and success.

Figure 2: Approaches**CURRENT MARKET TRENDS**

The current focus of HealthifyMe is to continue expanding its digital health and wellness platform while enhancing user personalization and engagement. Some specific areas of focus for HealthifyMe include:

Enhancing Personalization: HealthifyMe aims to further personalize its platform by leveraging advanced algorithms and artificial intelligence to provide users with tailored recommendations and guidance based on their unique goals, preferences, and health data.

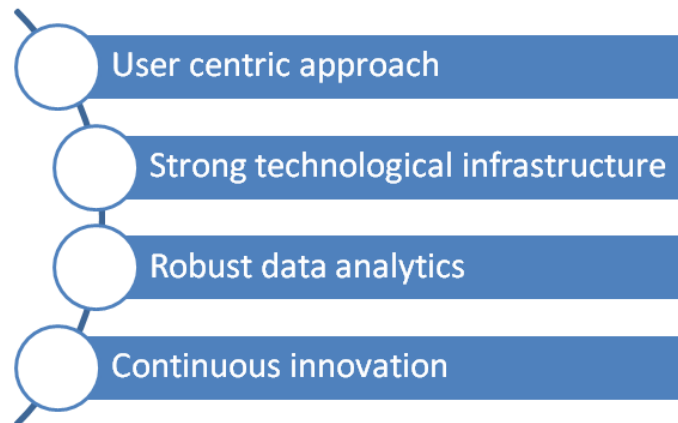
Data-driven Insights: The company continues to focus on leveraging data analytics to offer valuable insights to users, helping them understand their health behaviors, make informed decisions, and track their progress more effectively.

Continuous Innovation: HealthifyMe strives to stay at the forefront of technology and innovation in the health tech industry. This involves exploring new features, integrations, and partnerships to enhance the user experience and provide innovative solutions for health and wellness.

Corporate Wellness: HealthifyMe has been actively expanding its corporate wellness programs, partnering with organizations to promote employee well-being. This focus on the corporate wellness space allows HealthifyMe to reach a broader audience and contribute to creating healthier work environments.

GENESIS TO GROWTH OF THE ORGANISATION

The strategic advantages that have worked wonders for Healthify Me are as follows:

Figure 3: Strategic Advantages of Healthify Me

Source: The Author

The Healthify me app makes it convenient for users to, track health performance, and get personalized advice. It is available on both the App Store and Google Play Store. The app offers benefits such as amazing discounts on shopping, online consultation, free access to healthcare and medicine-related information.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

HealthifyMe has generally received positive feedback regarding its customer service. Customers have appreciated the responsiveness and helpfulness of the support team in addressing their queries and concerns. The company has been commended for its prompt communication and willingness to assist users in navigating the app's features and resolving any technical issues.

Furthermore, users have praised HealthifyMe's personalized approach to customer service. The human coaching element provided by certified nutritionists, trainers, and health coaches has been highly valued. Customers have reported positive experiences with the guidance and support received from the HealthifyMe team, finding it beneficial in achieving their health and fitness goals.

DISCUSSION AND CONCLUSION

In conclusion, HealthifyMe is a prominent health and wellness company that has successfully integrated technology, human expertise, and data analytics to provide personalized solutions to its users. Through its comprehensive mobile app, HealthifyMe offers features like calorie tracking, meal planning, and workout tracking, while also providing access to a team of certified nutritionists, trainers, and health coaches for personalized guidance. The company's focus on personalization, data-driven insights, and continuous innovation has helped it establish a strong market position and build positive customer experiences. As a leader in the health tech industry, HealthifyMe continues to empower individuals to take control of their health, making it easier for them to adopt and maintain healthier lifestyles.

CULT.FIT: GET STRONGER EVERYDAY WITH CULT.FIT

Prof. (Dr.) Poorva Ranjan and Sheetal Rana

OVERVIEW OF THE COMPANY

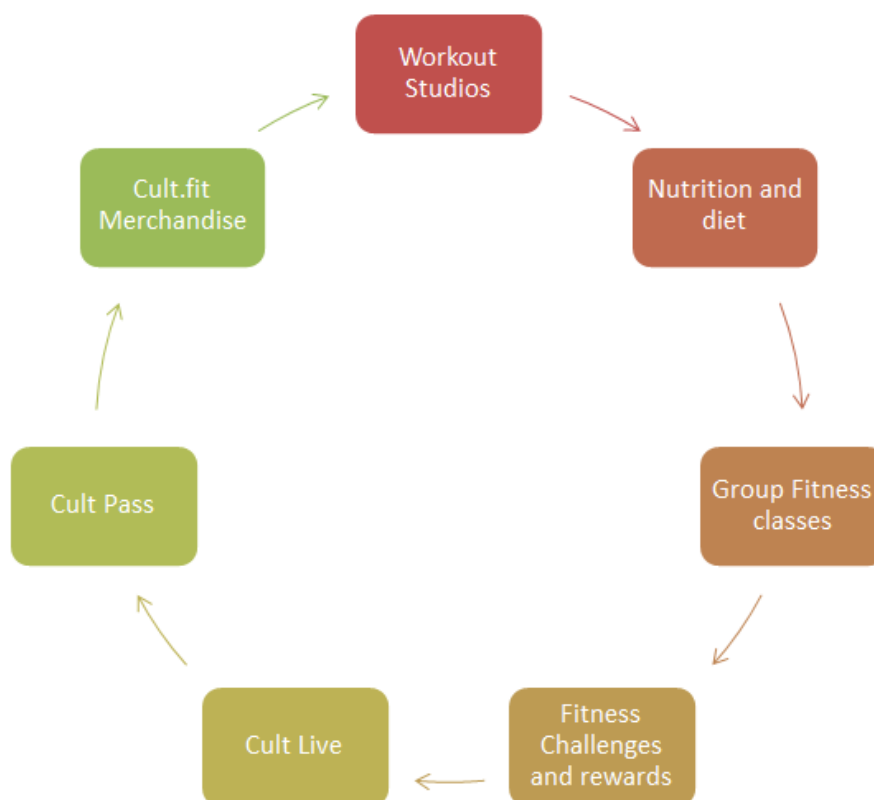
Cult.fit is a leading health and fitness company dedicated to helping individuals achieve their fitness goals and lead healthier lives. As part of the larger Cure.fit platform, cult.fit focuses on providing accessible and engaging fitness experiences through its workout studios, group classes, digital offerings, and community-driven approach.

With a mission to make fitness a part of everyday life, cult.fit offers a diverse range of workout formats and programs to cater to different preferences and fitness levels. From high-intensity workouts to yoga, dance, boxing, and more, there is something for everyone at cult.fit. The company is committed to creating a welcoming environment where individuals can explore their fitness potential, regardless of their prior experience or fitness background.

Cult. Fit's workout studios are equipped with state-of-the-art facilities and staffed by certified trainers who provide expert guidance and support to participants. Whether it's through in-person classes or live workouts streamed through the digital platform, cult.fit offers flexibility and convenience for individuals to engage in fitness routines that suit their lifestyles.

The cult.fit mobile app serves as a hub for members, allowing them to easily book classes, track their progress, access personalized workout plans, and connect with a vibrant fitness community. Through events, challenges, and workshops, cult.fit encourages interaction and camaraderie among its members, fostering a sense of belonging and motivation in their fitness journeys.

By combining technology, expert trainers, and a strong community-driven approach, cult.fit aims to inspire individuals to prioritize their health and well-being. The company believes that fitness should be an enjoyable and integral part of life, and it strives to make it accessible to everyone, promoting a holistic approach to wellness.

Figure 1: Range of Products

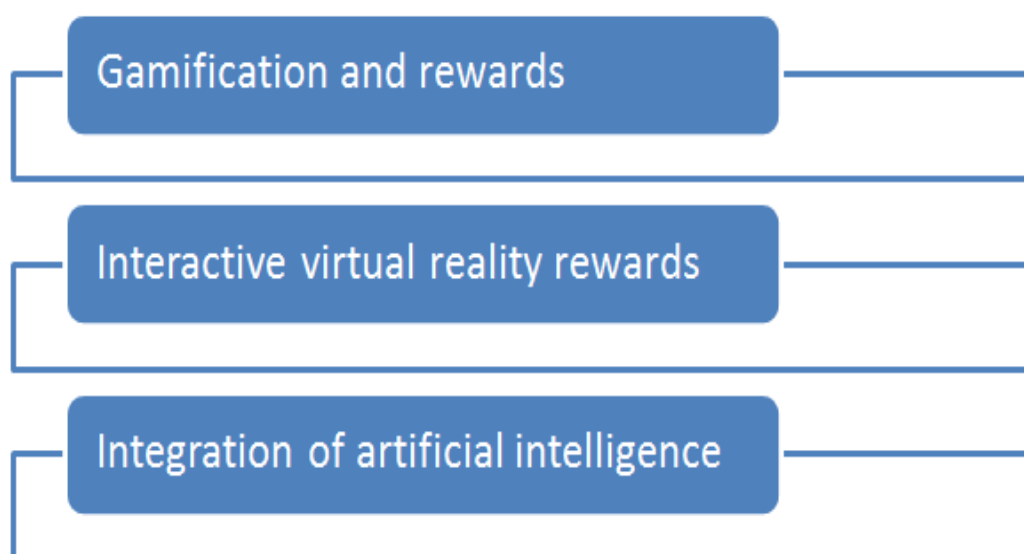
Source- The Author

ABOUT THE ENTREPRENEURS

Cult.fit was founded by Mukesh Bansal and Ankit Nagori, two prominent entrepreneurs in the health and fitness industry.

Mukesh Bansal: Mukesh Bansal is an experienced entrepreneur and business leader. Prior to founding cult.fit, he co-founded Myntra, a leading online fashion and lifestyle marketplace in India. Under his leadership, Myntra grew to become one of India's largest e-commerce platforms for fashion and apparel. After the acquisition of Myntra by Flipkart in 2014, Mukesh served as the CEO of Myntra and the Head of Commerce at Flipkart. His deep understanding of the e-commerce sector and his passion for health and fitness led him to launch the Cure.fit platform, of which cult.fit is a key component.

Ankit Nagori: Ankit Nagori is a well-known figure in the Indian startup ecosystem. He co-founded cult.fit and played a pivotal role in shaping its growth and strategy. Before venturing into the fitness industry, Ankit held leadership positions at Flipkart, where he served as the Chief Business Officer. He was responsible for driving key business initiatives and expanding Flipkart's reach across various categories. Ankit's experience in the e-commerce sector, coupled with his interest in fitness, helped in the development and establishment of cult.fit as a leading fitness brand in India.

Figure 2: Approaches**CURRENT MARKET TRENDS**

With the lockdown and the general safety concerns surrounding working out at gyms suffered a lot as it is traditionally a contact-heavy industry. Thier business, especially Cult.fit which constituted about 65 percent of thier revenues, took a hit. Thier revenue had gone down to zero as we had to shut thier centers temporarily. To cope with this, we extended unlimited free pause to thier members so that there is no disruption to their experience with Cult. At the same time, we offered free subscriptions to thier Live classes, while onboarding celebrity trainers and fitness icons to conduct special sessions. We monetized this offering later which saw good uptake from existing and new members.

However, now with restrictions having eased, we have reopened thier centers across major markets. With a strict safety protocol called Cult CARES in place, we have been able to slowly welcome back thier members. With the social distancing regulations, centers are currently running at about 50 percent capacity.

cult.fit's primary SEO challenge was to increase traffic and ranking for their centre pages, in order to improve awareness about their gym centers across the country. With restrictions on people going to gyms and fitness centers due to the pandemic, cult.fit needed to make sure that their centers were easily visible and accessible to people who are looking for fitness options near their homes.

To overcome the afore-mentioned challenges, cult.fit joined hands with Infidelity and developed an effective SEO strategy to improve their online visibility.

Phase One: The jthierney began with generating minuscule clicks with a limited number of gyms. Later on, Infidelity found opportunities to create centre listing pages and

optimized them with the backing of cult.fit team. On Jan 21, functionality access was given to approximately 20 city-wise landing pages like ‘gyms in Bangalore’, ‘gyms in Mumbai’, ‘gyms in Delhi etc.’

Phase Two: On May 10th 2021, cult.fit team decided to change their domain from cure.fit to cult.fit which lead to a serious drop in the Domain Authority and the ranking of the website, causing a subsequent drop in the traffic on the entire website and especially on the gym centre pages.

Phase Three: Now that the newly created domain was extremely low on authority, the primary goal was to create a work structure to improve traffic in the center pages. For that, an analysis was performed and many gyms centers in the area level, such as gyms in BKC, gyms in Powai, gyms in Koramangala, etc. were identified. This required crucial SEO tasks to be performed:

- Content Structure on the Area level pages including relevant keywords
- Meta Title/Description Optimization
- Competition Research
- URL Structure Optimization
- Internal Linking
- Off-Page Activities

Here’s What Was Achieved after the Entire Strategy Had Been Put into Action

- With this specific approach, it was observed that there was a 415% growth in daily clicks (Comparing Months Nov 20 to Mar 22) and the rankings improved exponentially.
- This strategy helped bring more traffic and witnessed an improvement of around 240% in daily clicks (Comparing November 2020 to March 2021 Pre-Migration).
- GMB activity gave a further boost for increasing traffic on the local location. It helped to move one step ahead and allowed cult.fit to register on the Google business directory where all other important details of the gyms were in the picture. These include images, location, address, contact details, website address, opening time and customer details.

GENESIS TO GROWTH OF THE ORGANISATION

The strategic advantages that have worked wonders for cult. Fit are as follows



Source: The Author

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

Supercool atmosphere. Super energetic trainers. You will love to be there all the time. Located on 4th floor of Grandlay Building. Space is good and small batches of group is very comfortable for workout. Time will pass more speedily than you think.

One word. BRUTALLY AWESOME. It's not a gym, it's a community. They push you to do your best so you can be your best. Cleanliness, service and the concept in general is unparalleled. I'd ditch the traditional gym for Cult any day.

Cult fit is one of the biggest and unique fitness centre i have ever seen in India. Their staff as well as their facilities is superb must try for every fitness enthusiast

Such a good place for workout with knowledgeable trainers who know their stuff about what and why we are doing the given exercises. They monitor and take care of each and every individual even in times of rush. Good music! Clean floors!

DISCUSSION AND CONCLUSION

In conclusion, cult.fit has emerged as a leading health and fitness company, offering a comprehensive wellness platform that caters to individuals' fitness needs and goals. With a diverse range of workout formats, accessible digital platform, expert trainers, strong community engagement, technological integration, and brand recognition, cult.fit has established itself as a prominent player in the industry.

The company's commitment to providing accessible and engaging fitness experiences, both in-person and through its digital platform, has made it convenient for individuals to prioritize their health and fitness. By offering a wide variety of workout options, cult.fit caters to different interests and fitness levels, ensuring inclusivity and personalized experiences.

The emphasis on expert trainers and a supportive community helps create a safe and motivating environment for members to achieve their fitness goals. The integration of technology enables personalized recommendations and progress tracking, enhancing the overall fitness experience.

Through its strong brand recognition and focus on customer satisfaction, cult.fit has built a loyal customer base and gained prominence in the fitness industry. By continually adapting to market trends and offering innovative solutions, cult.fit is poised to continue its growth and make a lasting impact on the health and wellness of individuals.

Overall, cult.fit's commitment to making fitness accessible, enjoyable, and holistic has positioned it as a leader in the health and fitness industry, inspiring individuals to prioritize their well-being and live healthier lives.

HUDLE: UNLEASH THE SPORTSPERSON IN YOU ALONG WITH HUDLE

Dr. Shuchi Goel and Sheetal Rana

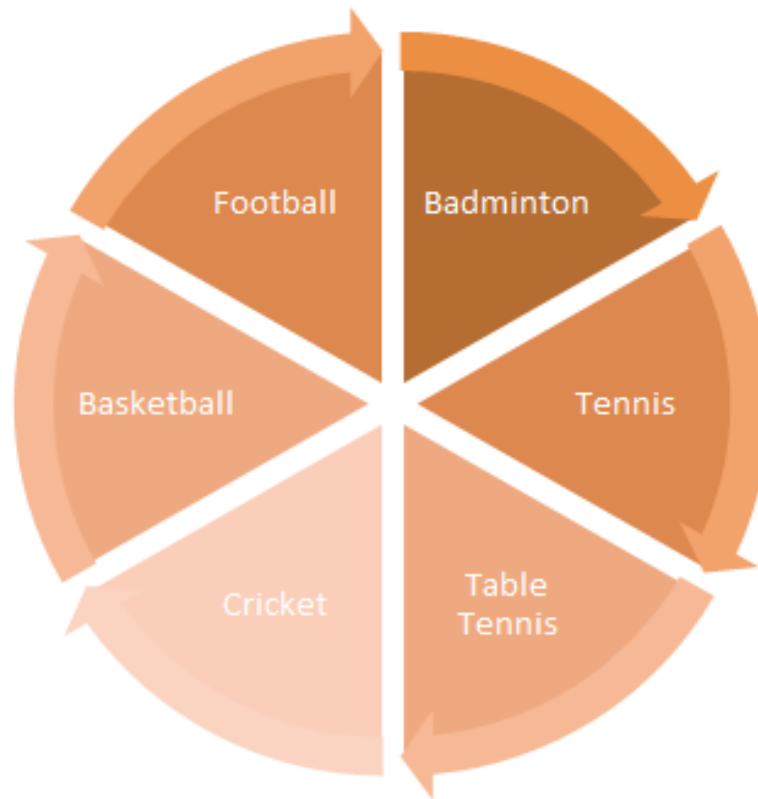
OVERVIEW OF THE COMPANY

Developer of a digital platform designed for sports and fitness enthusiasts to discover and book a curated list of sports activities. The company offers to make sports activities like sports venues, and events discoverable and bookable, and offers a community feature where users can find groups and players to play with on their business-to-consumer (B2C) platform, solving the supply problems with their business-to-consumer (B2B) platform, unlock and manage new sports infrastructure; thereby providing players with a full stack solution for the amateur and recreational sports and fitness ecosystem.

Hudle provides a platform and tools that aim to simplify and streamline various aspects of sports management, including team communication, player performance analysis, match scheduling, and fan engagement.

Hudle's platform offers features such as video analysis, performance tracking, data visualization, and communication tools to assist coaches, athletes, and teams in improving their performance and optimizing their training strategies. The company focuses on leveraging technology to enhance sports participation, training, and performance across various levels, from grassroots to professional sports.

As of my knowledge cutoff in September 2021, Hudle was actively working with schools, clubs, academies, and sports organizations in India, providing them with software solutions to enhance their sports management capabilities. However, please note that specific details and recent developments about Hudle may have changed since then, and it's recommended to refer to their official website or other reliable sources for the most up-to-date information about the company.

Figure 1: Range of Products

Source- The Author

ABOUT THE ENTREPRENEURS

Where to play, how to play and whom to play with are the three parts of an interesting sports puzzle that Suhail Narain has been trying to fix since 2016. Narain started sports tech and management firm Hudle four years ago, to bridge the gap between players and sports venue owners, using technology to professionalise the ecosystem. The business model, too, was plain: Hudle enables players to book sports venues, events and fitness sessions on its B2C platform, while helping sports facility owners streamline operations with its B2B software.

“The idea is to use technology to make sports activities accessible to the masses,” says Narain, who recently roped in Indian cricketer Ajinkya Rahane as brand ambassador and advisor. “He has bought equity in Hudle,” Narain says, adding that the venture also has backing of former Kolkata Knight Riders team director Joy Bhattacharya. The pandemic, he underlines, has made people aware of the need to stay fit. “Everybody talked about staying fit. Now they are walking the talk,” he says, adding that Hudle is present across Delhi-NCR, Maharashtra and Kerala by partnering with over 350 sports venues.

GENESIS TO GROWTH OF THE ORGANISATION



HOW DOES BUSINESS MODEL OF HUDLE WORKS?

The idea is to make sporting activity accessible to everyone. We have built a software that provides venues and sports facilities across the states we are operational in. On the supply side, it can be used to manage daily operations of these venues. On the demand side, it lets users know their availability. For instance, if somebody is looking for a football ground in Delhi, they can log in, find a ground nearby, check available slots, book the inventory and go to play. Hudle helps in digitising the operations.

CHALLENGES FACED BY HUDLE

The biggest challenge was to modernise and digitise this space. We went to sports facilities run by farmers who had converted their farms into cricket grounds. Explaining to them the need to digitise was tough. Making them aware of the benefit of technology was challenging. People in the sports business—the ones running venues—have been doing business in an orthodox manner for decades. To convert them into tech evangelists was not easy.

DISCUSSION AND CONCLUSION

In conclusion, Hudle is an Indian sports technology company that aims to simplify and enhance sports management through its platform and tools. By providing features such as video analysis, performance tracking, data visualization, and communication tools, Hudle supports coaches, athletes, and teams in improving their performance and optimizing their training strategies.

With a focus on leveraging technology, Hudle strives to enhance sports participation and performance at various levels, from grassroots to professional sports. By working with schools, clubs, academies, and sports organizations in India, the company offers software solutions that help enhance sports management capabilities and streamline various aspects of sports operations.

While specific details and recent developments about Hudle may have evolved since my knowledge cutoff in September 2021, the company's commitment to leveraging technology to drive improvements in sports management remains a core focus. For the most accurate and up-to-date information about Hudle, it's recommended to refer to their official website or other reliable sources.

FITMINT: SWEAT NOW AND SHINE LATER

Dr. Shalini Gautam and Sheetal Rana

OVERVIEW OF THE COMPANY

Fitmint is an innovative company that rewards individuals with cryptocurrency and NFTs (Non-Fungible Tokens) for participating in running and other fitness-related activities. By combining the world of fitness and blockchain technology, Fitmint aims to incentivize and motivate people to lead an active and healthy lifestyle.

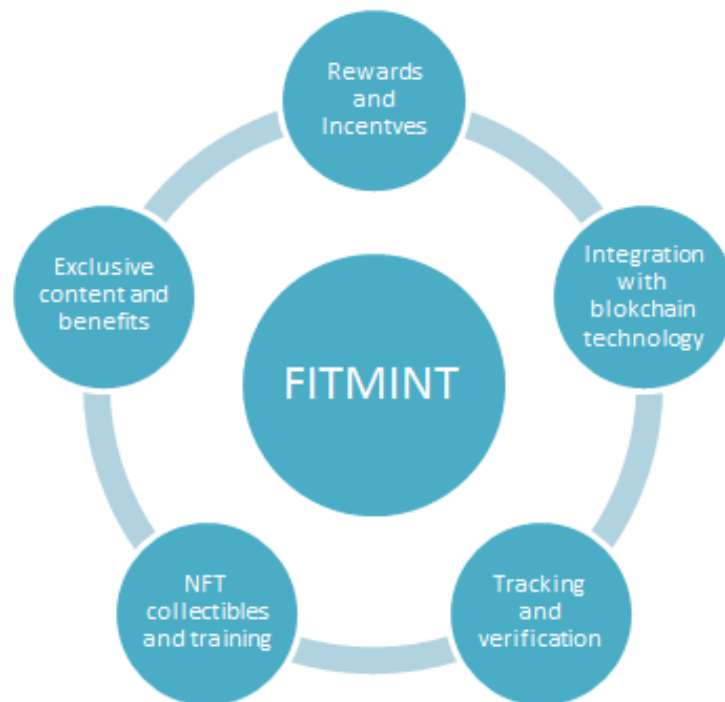
Through the Fitmint platform, users can track their fitness activities, such as running, cycling, or gym workouts, using connected devices or mobile applications. The platform leverages data from these activities to verify and validate users' efforts. Based on their performance and achievements, participants are rewarded with cryptocurrency tokens and unique NFTs.

The cryptocurrency tokens earned through Fitmint can be used within the platform's ecosystem, offering benefits like purchasing fitness-related products, accessing exclusive content, or participating in challenges and competitions. Additionally, users can trade or exchange their earned cryptocurrency tokens on supported cryptocurrency exchanges.

The NFTs obtained through Fitmint hold unique value as digital assets that represent achievements or milestones in an individual's fitness journey. These NFTs can be collected, displayed, or even sold in online marketplaces, providing an additional incentive and recognition for users' fitness accomplishments.

Fitmint's vision is to create a community of fitness enthusiasts who are motivated, incentivized, and rewarded for their dedication to leading an active and healthy lifestyle. By leveraging cryptocurrency and NFTs, Fitmint aims to revolutionize the way people approach fitness and provide a unique and engaging experience for its users.

Figure 1: Range of Products



ABOUT THE ENTREPRENEURS

Fitmint was founded by 3 people

1. Anurag Meena- I'm an Indian Institute of Technology, Bombay (IIT-B) alumnus having a keen interest in technology and product design & development. I have experience of both Hardware & Software development and have managed & led product development teams to develop Medical Devices, consumer electronics & allied software. I have been a co-founder at 2 startup companies in the past, both having revenues & one being funded as well. I have experience in establishing and managing contract manufacturing and supply channels, both domestic and international.

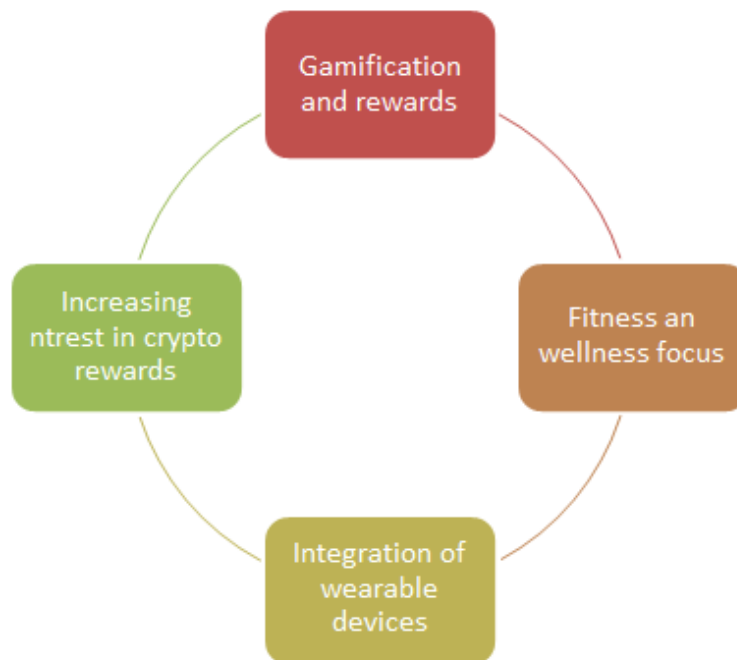
Ranges of technologies I have worked on include - Stereo Vision, RTOS, Embedded systems, Neural Networks, Image Processing, Augmented Reality, Drug delivery, Optics & Sensing, Blockchain, Crypto-currencies.

I am an active speaker at various events and institutions on topics of entrepreneurship, product development & translational research. I also help some great teams at a few start-ups working on incredible technologies, in their product design & development process.

2. Rohit Sharma- Experienced Product Manager and entrepreneur with a demonstrated history of working in Fintech and Retail tech space. Skilled in Product management, Product design, User research, User growth, Business strategy

3. Viren Baid has been working as a Co-Founder at Fitmint for 1 year. Fitmint is part of the Mobile App Development industry.

CURRENT MARKET TRENDS



DISCUSSION AND CONCLUSION

Fitmint is a well-known mobile app that rewards users for physical activity with a digital currency. Fitmint has gained popularity by gamifying fitness and offering a unique incentive for individuals to engage in physical activities. Users can earn Fitmint by walking or running outside, and the app converts their steps into a digital currency. Fitmint can then be used to purchase a variety of products, services, and experiences from the app's marketplace.

The app's success lies in combining the increasing interest in fitness and wellness with the growing popularity of cryptocurrencies. By offering tangible rewards for physical activity, Fitmint motivates individuals to adopt healthier lifestyles while leveraging the blockchain technology to track and verify their steps.

It's important to note that the effectiveness and long-term sustainability of such reward-based apps may vary, and the specific offerings of Fitmint may have evolved since my knowledge cutoff. To get the most accurate and up-to-date information, I recommend visiting the official Fitmint website and consulting reliable sources or user reviews.

GYMPIK: HEALTH SOLUTION A HEALTH AND FITNESS AGGREGATOR THAT ROUNDS UP THE BEST GYMS, YOGA CLASSES, PERSONAL TRAINERS, YOGA INSTRUCTORS & DIETITIANS

Dr. Rashmi Chawla and Sheetal Rana

OVERVIEW OF THE COMPANY

Gympik is an online marketplace and platform that connects users with fitness centers and wellness services. It acts as a comprehensive platform that allows users to search and discover various fitness options, compare facilities, read reviews, and make bookings.

Through Gympik, users can find gyms, fitness studios, personal trainers, yoga centers, and other wellness services in their desired location. The platform provides detailed information about the facilities, amenities, class schedules, and pricing, helping users make informed decisions about their fitness memberships or services.

Gympik also offers features such as personalized fitness recommendations, fitness challenges, and the ability to track workouts and monitor progress. It aims to simplify the process of finding and accessing fitness services while promoting a healthy and active lifestyle.

It's important to note that the specific features and offerings of Gympik may have evolved or expanded beyond my knowledge cutoff in September 2021. To get the most accurate and up-to-date information, I recommend visiting the official Gympik website or contacting their customer support for detailed information about their services and available fitness centers.

Figure 1: Range of Products



ABOUT THE ENTREPRENEURS

The founders of Gympik are Amaresh Ojha and Karan Malik. Amaresh Ojha is the CEO and co-founder of Gympik. He has a background in entrepreneurship and technology. Karan Malik, on the other hand, is the CTO and co-founder of Gympik. He has expertise in building and scaling technology platforms.

Together, Amaresh Ojha and Karan Malik started Gympik with the aim of creating an online platform that connects users with fitness centers and wellness services, making it easier for people to discover and access fitness options that suit their needs and preferences.

CURRENT MARKET TRENDS

Some general trends of gympik include:

- ❖ **Rise of Online Fitness:** With the advancement of technology, online fitness platforms and virtual workout options have become increasingly popular. This trend has been accelerated further by the COVID-19 pandemic, which led to the temporary closure of many gyms and the increased demand for home-based fitness solutions.
- ❖ **Personalization and Tailored Experiences:** Consumers are increasingly seeking personalized fitness experiences that cater to their specific goals, preferences, and schedules. This includes customized workout plans, personalized coaching, and targeted fitness programs.
- ❖ **Integration of Technology:** Fitness platforms are incorporating technology solutions such as wearable devices, fitness tracking apps, and artificial intelligence to enhance user experiences, track progress, and provide data-driven insights.
- ❖ **Wellness and Holistic Approach:** There is a growing emphasis on overall wellness and a holistic approach to health, which includes not only physical fitness but also mental well-being, stress management, nutrition, and mindfulness.
- ❖ **Community and Social Engagement:** Fitness platforms are focusing on creating communities and fostering social connections among users, both online and offline. This can include features like virtual fitness challenges, online communities, and social events.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

Customer Service: Gympik aims to provide good customer service to its users. They typically have a customer support team that can assist with inquiries, membership-related questions, and technical issues. Users can reach out to Gympik through their website or contact them via phone or email.

Reviews: One of the best discovery platforms for all types of fitness categories. Amazing work culture and extremely talented team.

Awesome, search for best fitness deals. If you want to a personal trainer this company is right one.

TNC360: SMARTER WORKOUT, BETTER RESULTS

Dr. Pooja Sharma and Sheetal Rana

OVERVIEW OF THE COMPANY

TNC 360, the ultimate fitness app that takes your health and wellness to new heights. With our comprehensive features and cutting-edge technology, we are here to revolutionize your fitness journey. Whether you're a fitness enthusiast or just starting out, TNC 360 is your go-to companion for achieving your fitness goals.

The app offers a seamless and personalized experience, providing you with a wide range of features to support your fitness endeavors. From workout routines and nutrition guidance to tracking tools and community support, TNC 360 has it all.

Discover an extensive library of workouts and exercise programs tailored to your fitness level and preferences. Follow expert trainers through engaging video tutorials, and let them guide you step-by-step towards your fitness milestones. With TNC 360, you can exercise at your convenience, anytime and anywhere.

Track and monitor your progress effortlessly with our intuitive tracking tools. Set goals, log your workouts, and witness your achievements come to life. Whether you're looking to lose weight, gain strength, improve endurance, or simply maintain a healthy lifestyle, TNC 360 keeps you accountable and motivated along the way.

But it doesn't stop there. TNC 360 goes beyond exercise by offering comprehensive nutrition guidance. Access personalized meal plans, healthy recipes, and valuable nutritional insights to fuel your body for optimal performance and well-being. We believe that fitness is a holistic journey, and our app is here to support you every step of the way.

Connect with a vibrant community of fellow fitness enthusiasts, where you can share your progress, seek inspiration, and find support. Join challenges, participate in virtual events, and celebrate your successes together. TNC 360 fosters a sense of belonging and encouragement, making your fitness journey a rewarding and enjoyable experience.

Ready to embark on a transformative fitness adventure? Download TNC 360 today and unlock a world of possibilities for your health and well-being. Elevate your fitness game, exceed your limits, and embrace a healthier, happier you with TNC 360 - your all-in-one fitness companion. Let's make every step count!

Figure 1: Range of Services

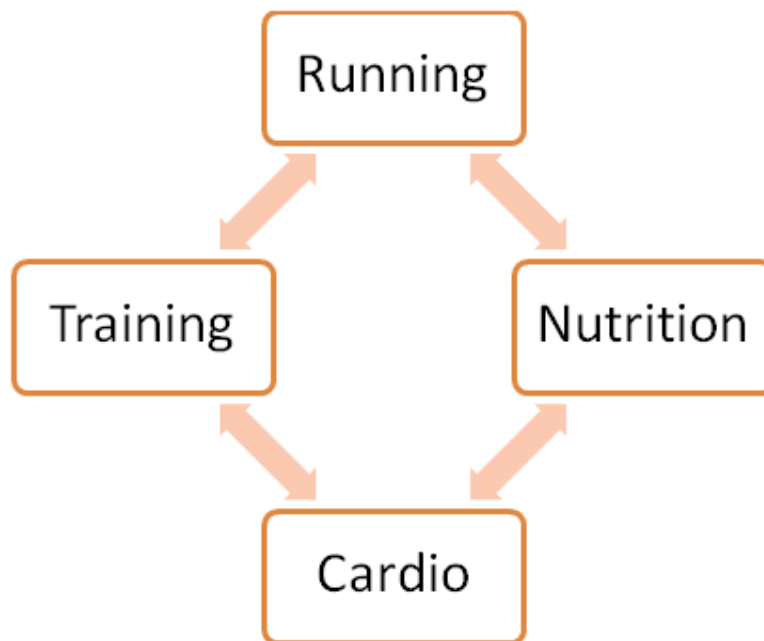


Source- The Author

ABOUT THE ENTREPRENEUR

Shivam Agarwal is the founder of TNC360. The company is 2 months, 2 years old. The company is registered in Hyderabad.

Figure 2: Approaches



Source- The Author

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

User-Friendly Interface: Users appreciate fitness apps that have an intuitive and user-friendly interface, making it easy to navigate through different features and access workouts, tracking tools, and other functionalities.

Workout Variety and Quality: The availability of diverse workout options, including different fitness levels, durations, and types of exercises, is often important to users. Additionally, the quality of workout videos, instructions, and demonstrations can greatly impact user satisfaction.

Personalization and Customization: Fitness apps that offer personalized workout plans based on individual goals, fitness levels, and preferences tend to receive positive reviews. Users appreciate the ability to customize workouts and set specific targets.

Tracking and Progress Monitoring: Effective tracking tools and progress monitoring features are highly valued by users. This includes the ability to track workouts, record statistics, monitor progress over time, and set goals.

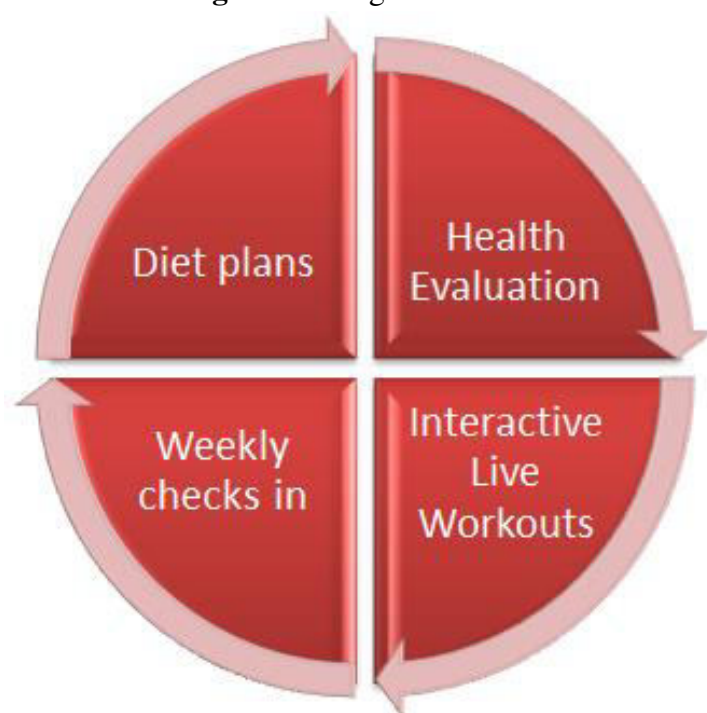
Motivation and Accountability: Features that provide motivation and accountability, such as workout reminders, challenges, achievements, and community support, can enhance the overall user experience and help users stay motivated.

Integration with Wearable Devices and Apps: Fitness apps that seamlessly integrate with popular wearable devices, such as fitness trackers or smartwatches, as well as other health and fitness apps, often receive positive feedback for their compatibility and synchronization capabilities.

Customer Support and Updates: Users appreciate timely customer support and regular app updates that address bugs, introduce new features, and enhance overall performance.

SOCIALBOAT: GETTING STRONGER = GETTING BEAUTIFUL**Dr Navya Jain and Sheetal Rana****OVERVIEW OF THE COMPANY**

A Health and Fitness app for 100M women in India. Customized workout and nutrition programs which women can follow from the comfort of their homes. They are designed keeping in mind - a women's body, fitness goals and different life stages - menstruation, post-natal and menopause. The entire app is built like a game, so the health transformation journey is fun. There are different nutrition and workout tasks that users have to finish in a team. As users finish the tasks, they get points and can unlock badges and prizes in the game. We also have a woman only community, where users can talk, share and engage on all health related discussions.

Figure 1: Range of Services

Source- The Author

ABOUT THE ENTREPRENEUR

Socialboat was founded by Swapnil Vats and Rahul Jain. Below is the sort introduction of both of them-

- ❖ Swapnil Vats is the current Co-Founder of SocialBoat. He previously worked at Holidaying as a Co-Founder. Swapnil Vats attended Birla Institute of Technology and Science, Pilani.

- ❖ Rahul Jain is the current Co-Founder of SocialBoat. He previously worked at Holidaying as a Co-Founder. Rahul Jain attended the University of California, Berkeley.

Figure 2: Approaches



CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

- ❖ Along with health benefits it has also provided me a spiritual path to a better self being and improvement of mental health has been enlightening. I have shifted to a better and yogic lifestyle. Greeshaji is a true inspiration and am happiest to have her as my mentor. She has not only helped me in improving the physical health but also has constantly guided me through a better lifestyle. Her classes are stress busters and give me the best morning routine. Had been looking forward to know more about Santana dharma, this is the right class for it
- ❖ Hello everyone. I started this session about a month ago. I have been suffering from anxiety for a while now. I refused to go on meds. Greeshaji is God sent to me. Yoga has changed so many things for me in just a few weeks. I'm inspired by her to make this a part of my life forever. Breathing itself has brought many changes. The type of work I do can get very stressful at times but these past few days I have been able to handle each situation calmly.
- ❖ I had been diagnosed with PCOD since my childhood. But last year it got severe and I tried every medicine, hit the gym as well. But everything failed. Since the time I joined the classes, I can see yoga has helped in decreasing the symptoms and severity

of PCOD. I got my periods naturally last month which was truly an achievement. I could see my weight stuck at an ideal weight which was impossible for me earlier. Yoga has calmed my mind, made my body flexible. I feel more energetic now. Greesha ji came as a savior in my life. She is not my yoga teacher but also a therapist. She is well experienced and have in depth knowledge of yoga philosophy. She makes sure we are mindful in our practices. Her simple advice and techniques taught in class greatly helped my understanding of some poses. I truly feel peace in my mind. My family has also noticed the changes.

- ❖ Hello All, I have been practicing yoga with Greesha ji from past two months now, and under her guidance I am able to feel every asana that we do. Earlier my breath uses to takeover while holding an asana, but under her guidance I am able to understand how breathing normally through postures helps hold them with ease. I still am learning to be regular with my practice, as I have been travelling a lot due to work. But despite of that I look forward to her classes as it feels like I gift that one hour to myself, where I am in present and nowhereelse. I am yet to learn how to be consistent on mat even on days, when we don't have classes... I am still on my journey of Yoga and still looking forward to learn more and more on this spiritual journey. Thank you so much Greesha ji.

TELOS: YOU FEEL TODAY IS THE STRENGTH YOU WILL FEEL TOMORROW

Dr. Khushbu Khurana and Sheetal Rana

OVERVIEW OF THE COMPANY

For the daily user, TELOS is a mobile app where they can discover fun-filled fitness events, register for them (paid & free), set-reminders, train/coach for them, track these events and more importantly build a community around their habit by sharing achievements and communicating with other likeminded people.. For the brands who want to engage with their users in a fun-fitness events format, TELO is the platform which enables them to host, set payments up, sell tickets, get analytics, message registered users, share milestones and build a community for their brand.

As a fitness technology platform, TELO is an app uses simple AI-Driven Audio-AR tech & content to make fitness activities fun, engaging and sticky for even the most bored user. We are targeting the mobile health space which was estimated at \$30B in 2018 and the mobile fitness app space is expected to touch \$298B in 2026. The MVP was live for about 9 months and had about 25000+ downloads with over 5100 MAUs and 1600+ WAUs at its peak. Currently undergoing a product pivot to become the platform play from the product play.

Figure 1: Range of Services



ABOUT THE ENTREPRENURS

Sidharth Vijyan is the founder of Telos. A product manager turned entrepreneur who loves running and believes everyone can begin their fitness journey with a good Run.

Figure 2: Approaches



CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

- ❖ Telos has truly revolutionized my fitness journey. What sets it apart is the AI-powered virtual coach feature. It analyzes my progress, provides personalized feedback, and adapts my workouts in real-time. It's like having a personal trainer in my pocket!"
- ❖ "I never thought a fitness app could be so immersive until I tried Telos. Its virtual reality workouts transport me to different scenic locations, making exercise feel like an adventure. I feel like I'm hiking in the mountains or cycling along the coast, all from the comfort of my living room."
- ❖ "Telos has turned my fitness routine into a friendly competition. Its unique 'Challenge Mode' allows me to compete with friends or even strangers from around the world. It's exhilarating and keeps me motivated to push myself further."
- ❖ "Telos understands that fitness is not just about physical strength but also mental well-being. The app offers daily guided meditations and breathing exercises to help me relax and distress. It's a holistic approach that keeps me focused and balanced."

- ❖ "What makes Telos exceptional is its integration with smart home devices. I can control my smart lights, play my favorite workout playlist, and even adjust the temperature—all through the app. It creates a seamless and immersive environment for my workouts."
- ❖ "Telos knows that fitness is not a one-size-fits-all approach. It offers a range of specialized programs catering to different goals and lifestyles. Whether you're a beginner, a mom-to-be, or a seasoned athlete, Telos has a program tailored just for you."

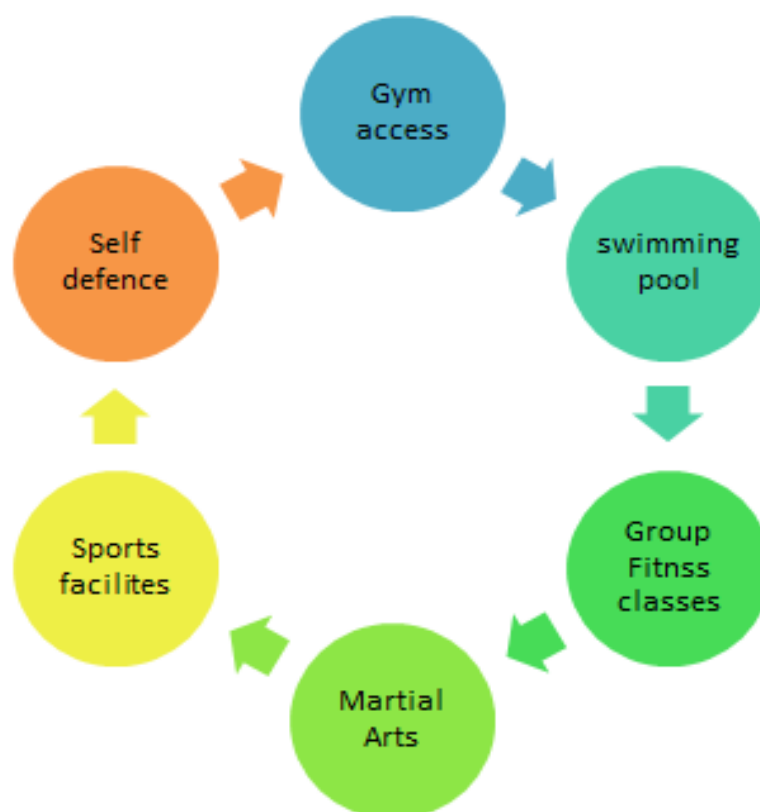
FITPASS: A NEW INDIA'S TICKET TO THE FITNESS WORLD AVAILABLE ON THE WEB

Ms. Pooja Tripathi and Sheetal Rana

OVERVIEW OF THE COMPANY

FITPASS is a game-changing fitness membership and workout app that brings convenience, flexibility, and variety to your fitness routine. With FITPASS, you can say goodbye to boring and monotonous workouts and say hello to a world of exciting fitness possibilities. The app gives you access to an extensive network of partner gyms, fitness centers, yoga studios, dance classes, and more. From high-intensity workouts to calming yoga sessions, FITPASS has something for everyone. With a single membership, you can explore a multitude of fitness activities and locations, allowing you to switch things up and keep your workouts fresh and engaging. Whether you're a fitness enthusiast looking to try new classes or someone looking to kick start their fitness journey, FITPASS provides the flexibility and convenience you need to achieve your health and wellness goals. It's time to break free from the ordinary and embrace a fitness lifestyle that fits your needs and interests with FITPASS.

Figure 1: Range of Services



ABOUT THE ENTREPRENEUR

The founders of FITPASS are AK shayVerme and ArushaVerme. AK shayVerme serves as the CEO of FITPASS and has played a crucial role in shaping the company's vision and growth. ArushaVerme, his sister, is the co-founder and serves as the Chief Operating Officer (COO) of FITPASS. Together, they have worked to establish FITPASS as a leading fitness membership and workout app in India, providing convenient access to a wide range of fitness activities and facilities.

Figure 2: Approaches



CURRENT MARKET TRENDS

Digital Fitness and Remote Workouts: The COVID-19 pandemic has accelerated the adoption of digital fitness solutions, including workout apps and online fitness classes. The trend of remote workouts and at-home fitness has grown significantly, with users seeking convenient and flexible options for staying active.

Personalization and Customization: Fitness apps are increasingly focusing on providing personalized and customized experiences to users. This can include personalized workout plans, tailored recommendations, and tracking progress based on individual goals and preferences.

Integration of Wearable Devices: Fitness apps are integrating with wearable fitness devices, such as smartwatches and fitness trackers, to track and monitor users' activity levels, heart rate, and other health metrics. This data can be used to provide more accurate recommendations and personalized fitness insights.

Social and Community Engagement: Fitness apps are incorporating social and community features to enhance user engagement and motivation. This can include features like challenges, leaderboards, social sharing, and the ability to connect with friends or fitness communities for support and accountability.

Holistic Wellness Approach: There is a growing focus on holistic wellness, beyond just physical fitness, within the fitness industry. Fitness apps may offer features like mindfulness exercises, meditation sessions, nutrition tracking, and sleep tracking to address overall well-being.

Virtual Reality (VR) and Augmented Reality (AR): Emerging technologies like virtual reality and augmented reality have the potential to revolutionize the fitness experience. Fitness apps may explore incorporating VR/AR workouts and immersive environments to make workouts more engaging and enjoyable.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

Customer Service: Responsive Support: Fitness apps strive to provide prompt and helpful customer support to address any queries, issues, or concerns raised by users. This can include email support, live chat, or a dedicated helpline to assist users.

App Support and Guidance: Fitness apps may offer in-app tutorials, FAQs, or knowledge bases to help users navigate the app's features, understand membership plans, booking procedures, and troubleshoot any technical difficulties they may encounter.

Personalized Assistance: Some fitness apps may offer personalized assistance through customer service representatives who can provide tailored recommendations, answer specific queries, or assist with resolving individual issues.

Reviews: User Feedback: Fitness app users often share their experiences and provide feedback through app store reviews, social media, or fitness community platforms. These reviews can offer insights into the app's usability, features, customer service, and overall user satisfaction.

App Ratings: Users typically rate fitness apps based on their overall experience, ease of use, effectiveness of workouts, variety of options, and customer support. Higher app ratings generally indicate positive user experiences.

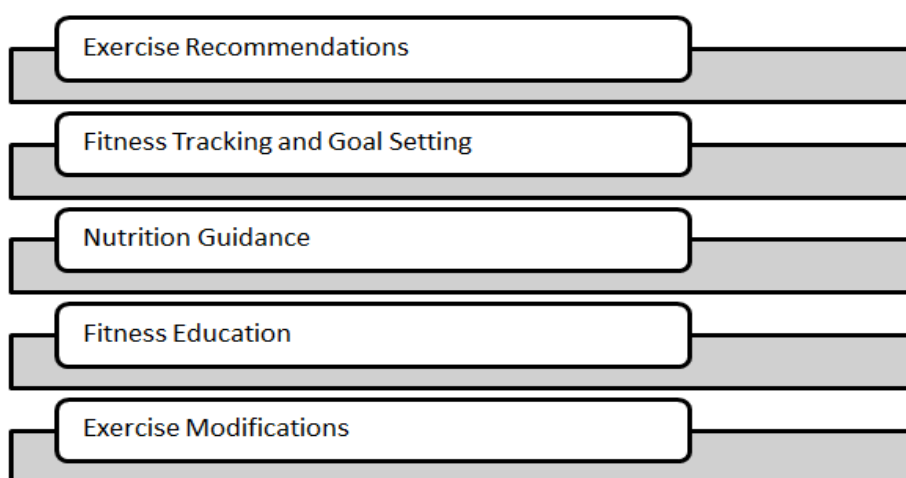
Testimonials: Fitness apps may feature testimonials from satisfied users on their website or social media platforms. These testimonials provide an additional perspective on the app's effectiveness, user-friendliness, and ability to help users achieve their fitness goals.

AROLEAP: NO PAIN= NO GAIN**Ms. Roli Wadhwa and Sheetal Rana****OVERVIEW OF THE COMPANY**

Aroleap aims to democratize data-driven personal training. Our flagship product Aroleap X is an intelligent strength training machine born out of the need to help people build fitness as a lifestyle by removing confusion around what to do and how to do it. Our products are indigenously developed and manufactured. Aroleap was founded by former IIT Delhi graduates and is backed by top-tier VCs.

SHORT INTRODUCTION OF THE COMPANY

Industries	Wellness and Fitness Services
Company size	11-50 employees
Headquarters	Bengaluru North, Karnataka
Type	Privately Held
Founded	2020
Specialties	AI, Fitness, and Connected Fitness

Figure 1: Range of Services*Source- The Author***ABOUT THE ENTREPRENEUR**

Founded by IIT Delhi Alumni, Aman, Anurag, and Rohit, Amal. We are a team with deep expertise in diverse domains. We are designers, coaches, hardware engineers, software engineers, cinematographers who are driven to build products that create an impact.

Aman Rai- I am a Chemical Engineer from Indian Institute of Technology, Delhi (2014-2018).

I was recruited as a management trainee at GSK's flagship Future Leaders Program (FLP). During my FLP stints (1 year), I tied up with teams across GSK sites and offices in India and worked on multi-faceted improvement projects covering legacy brands like Horlicks, Boost, and Sensodyne etc. across 5 Indian locations in functions like sales, warehousing & logistics, engineering, manufacturing etc. For the next ~2 years, I was based out of Sonapat, handling the Product Owner role for the horlicks/boost factory. I also co-led the digitalization/automation initiatives and capacity initiatives for the site. I had a short stint with Urban Company as an Entrepreneur in Residence, leading the Homes vertical for the product business at UC.

Outside of work, I am a long distance runner and a certified fitness and nutrition expert. Currently I am building the world's most engaging strength training solution; AroLeap

Rohit Patel- Rohit Patel is the Co-Founder at AroLeap. He is a former Mechanical Design Engineer at Nymble. He attended the Indian Institute of Technology Delhi.

VISION OF THE COMPANY

We exist to build a future where fitness is simple. Whatever your goal is, whether it is training for a sport or taking care of your health, our purpose is to make that simple.

ANY FITNESS JOURNEY COMPRISES OF 3 THINGS

1. What exercise routine to follow to achieve a certain goal
2. Doing exercises correctly
3. Following your routine with consistency

As trivial as that might sound, putting it into practice for long enough is very difficult. Our purpose is to build products that simplify this journey by -

1. Using fitness coaching expertise to design goal based workout programs and building technology to personalise those programs for every individual and deliver them at scale.
2. Building cutting edge AI to monitor your exercises in real time.
3. Designing the product and workout experience such that it inspires and excites every user to workout everyday

GENESIS TO GROWTH OF THE ORGANISATION

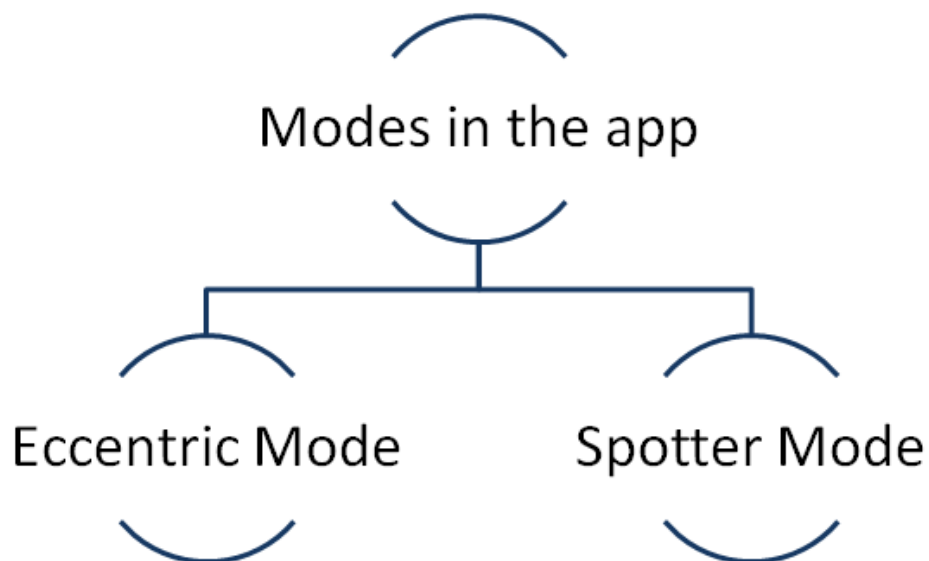
The strategic advantages that have worked wonders for Aroleap are as follows:

Figure 3: Strategic Advantages of Aroleap



Sucre- The Author

TWO MODES THAT YOU GET IN THE APP



- 1) Eccentric Mode- Do more with every rep. With eccentric mode on, Aroleap dynamically increases the weights in real-time to ensure maximum rep efficiency
- 2) Spotter Mode- When you struggle in lifting weights further, Aroleap automatically spots you in real-time and decreases the weights

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

Perfect gym equipment where I can do all my exercises in one single machine, also better workout tracking. Content videos are fabulous.

It is a fantastic product that helps with the whole gym experience. I love to get some daily workouts but really hard to do that in Delhi pollution outdoors and driving to the gym is a pain. This really helps with maintaining a schedule and motivating the whole family to workout as well. Absolutely happy with this.

I am an endurance runner and currently using the device to help with my strength workouts.

Easily saves 45 minutes daily (commute time + gym rush). Have become more regular with the workouts. Using this for 6 months now.

DISCUSSION AND CONCLUSION

In conclusion, Aroleap Fitness is an AI-powered virtual assistant designed to provide support and guidance in various aspects of fitness. It can offer exercise recommendations, fitness tracking, goal setting, nutrition guidance, education on fitness-related topics, exercise modifications, and wellness and recovery tips.

While Aroleap Fitness can provide valuable information and suggestions, it's important to note that personalized advice from certified fitness trainers, healthcare professionals, and nutrition experts should be sought for individualized needs and circumstances.

Remember, Aroleap Fitness is an AI virtual assistant, and its responses should be critically evaluated. It can assist with information and offer suggestions, but it may not have access to the most up-to-date data or be aware of recent developments beyond its knowledge cutoff.

Whether you're looking to improve your fitness, learn about different workout techniques, or receive nutrition guidance, Aroleap Fitness aims to support you on your fitness journey. However, it's always advisable to consult with professionals in the field for personalized advice and assistance.

KIWINUTRITECH: FRESH NUTRITIOUS AND DELICIOUS PRODUCTS AT YOUR DOORSTEP

Ms. Shanu Jain and Sheetal Rana

OVERVIEW OF THE COMPANY

Founded in the year of **2009**, **Kiwi Nutritech** is one of the leading companies in market and known for quality work. We are working as a **sole proprietorship** based firm. The head quarter is located at **Chennai, Tamil Nadu**. We are prominent known **manufacturer** and **trader of Health Care Supplement** and **Bodybuilding Supplement**. These products are very reliable.

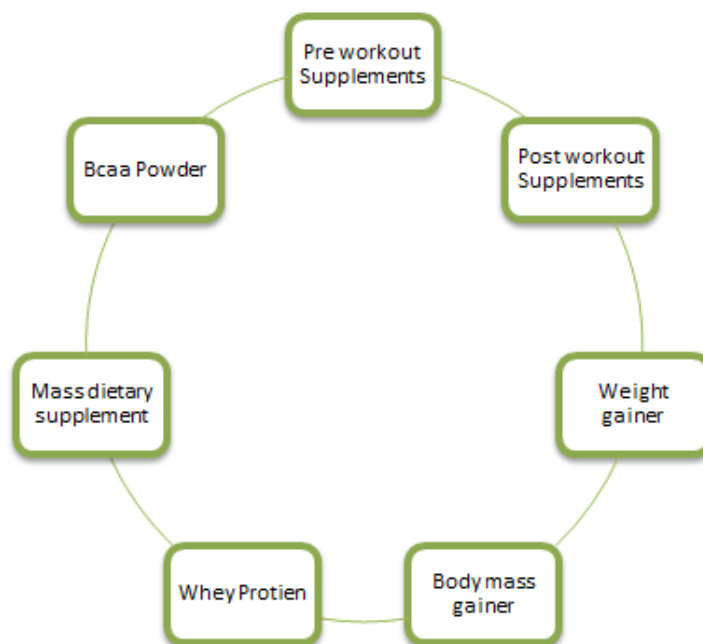
Kiwi Nutritech is a discovery to harvest superior quality dietary, nutritional, health, bodybuilding supplements. We have a wide range of health supplements for various uses. Our products stand by its quality. We work based on the satisfaction of our clients. To deliver the products at the most affordable prices without any compromise in the quality is our motto. We will be your first and best choice for contract manufacturing, production formulation, private labeling and packaging of supplements. We assure all our clients that we provide 360-degree service right from product formulations, product manufacturing, label designing, container designing, packaging and delivering the products to our clients' place. We always follow GMP methodologies in order to maintain the standards of FSSAI.

Products and Services: KiwiNutriTech offers a range of products and services designed to support nutrition and wellness goals. These may include

1. **Nutritional Supplements:** KiwiNutriTech develops and manufactures high-quality dietary supplements formulated to address specific nutritional needs. These supplements are designed to complement a healthy diet and provide essential nutrients, vitamins, and minerals.

2. **Personalized Nutrition Plans:** KiwiNutriTech utilizes advanced algorithms and data analysis to create personalized nutrition plans. These plans take into account an individual's unique characteristics, goals, dietary preferences, and health considerations. They provide tailored guidance on balanced eating, portion control, and achieving specific nutritional targets.

Innovation and Research: KiwiNutriTech places a strong emphasis on research and development to drive innovation in the field of nutrition. The company collaborates with experts, scientists, and research institutions to explore emerging trends, conduct studies, and validate the efficacy of their products and services. By staying at the forefront of scientific advancements, KiwiNutriTech strives to provide effective and evidence-based solutions.

Figure 1: Range of Products

Source- The Author

ABOUT THE ENTREPRENEURS

Dr. Shreedevi Ravishankar finished her Bachelor's in Naturopathy and Yogic Sciences at SDM college of Naturopathy and Yogic sciences, Ujire, Karnataka which is one of the top college in India for naturopathy and yoga.

Dr. Shreedevi Ravishankar is a Naturopath and yogic practitioner herself and pioneer in Lifestyle consultation, stress and pain management counseling, nutritionist and yoga consultant. Dr. Shreedevi Ravishankar is also a naturalist and practice Natural farming and provide guidance for best quality food products. She is skilled in weight reduction programmers for fitness and healthy quality of life since past 2 years. currently she is working for Bharath Hospital and Institute of Oncology as Clinical Co-coordinator.

COMPANY INFRASTRUCTURE

Our organization, we have constructed a sound infrastructure unit with an objective to have extreme quality production. We ensure that the products are manufactured by using ultra-modern production machines. In our company, we have skilled professional for manufacturing the products. Our experts timely upgrade and maintain these machines for their smooth functional life.

COMPANY MISSION

Our mission is to deliver best quality products for the improvement of people's life. We want to produce nutritional supplements of highest quality at affordable cost.

COMPANY VISION

To make a revolution in nutritional/ health/ dietary supplements by producing all kinds like syrup, tablet, capsule, powder, chews etc. for the healthy and happy life of human beings. We wish to implement all advanced technologies in the manufacturing processes of nutritional supplements.

BASIC INFORMATION

Nature of Business	Manufacturer
Additional Business	Trader
Company CEO	Shridevi Ravishankar
Total Number of Employees	11 to 25 People
Year of Establishment	2009
Legal Status of Firm	Individual - Proprietor
Annual Turnover	Rs. 50 Lakh - 1 Crore

CURRENT MARKET TRENDS GENESIS TO GROWTH OF THE ORGANISATION

The strategic advantages that have worked wonders for Kiwi Nutritech are as follows

Figure 3: Strategic Advantages of Kiwi Nutritech



Source- The Author

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

I used their mass gainer and gained 5 kgs in 1 month. Tasty product. I am using continuously for last 3 months. Last week I started using whey protein Awesome products. I used whey protein as meal replacement and lost 4 kgs.... Thanks Kiwi Excellent products. Results are amazing

DISCUSSION AND CONCLUSION

In conclusion, the dietary, nutritional, health, and bodybuilding supplement industry offers significant opportunities for entrepreneurs. By understanding the market, focusing on product quality, branding, customer needs, distribution channels, and marketing strategies, a supplement company can strive for success.

Product quality is of utmost importance in this industry, as consumers prioritize effective and safe supplements. Investing in research, utilizing high-quality ingredients, and adhering to regulatory standards will establish credibility and trust with customers.

Creating a strong and recognizable brand is essential for standing out in a competitive market. Developing a brand identity that resonates with the target audience, highlighting the unique selling points of the supplements, and effectively communicating the benefits will help capture customer attention and loyalty.

Understanding the specific needs and preferences of the target market is crucial for product development and marketing efforts. Whether targeting athletes, fitness enthusiasts, health-conscious individuals, or specific dietary requirements, tailoring products and messaging to meet their needs will enhance customer satisfaction and loyalty.

Establishing diverse distribution channels is important to ensure widespread availability and convenience for customers. This can include online platforms, partnerships with retailers, gyms, or health stores, and even direct-to-consumer sales through e-commerce platforms.

Implementing effective marketing strategies, such as digital advertising, social media engagement, influencer collaborations, and educational content, can help raise awareness, build brand loyalty, and drive sales.

It is crucial for supplement companies to stay informed about scientific research, industry trends, and regulatory changes. This allows them to adapt and innovate their product offerings to meet evolving customer demands and maintain compliance with regulations.

Ultimately, success in the dietary, nutritional, health, and bodybuilding supplement industry hinges on a combination of high-quality products, strategic branding, understanding customer needs, effective distribution, and targeted marketing efforts. By prioritizing these factors, a supplement company can establish a strong foothold in the market and strive for long-term growth and success.

STEPSETGO: WALK, RUN AND LIVE BETTER

Mr. Bhupender Singh and Sheetal Rana

OVERVIEW OF THE COMPANY

StepSetGo (SSG) is a mobile application that promotes physical fitness and encourages users to lead an active lifestyle by rewarding them for walking.

Step Tracking: StepSetGo tracks users' steps using the built-in pedometer on their smartphones. It encourages users to increase their daily step count and be more active throughout the day. **Reward System:** StepSetGo employs a reward system where users earn "SSG coins" for every step they take. These coins can be redeemed for various products, discounts, and offers available in the in-app marketplace. **Challenges and Competitions:** StepSetGo organizes challenges and competitions that users can join to compete with friends, family, or other StepSetGo community members. These challenges add an element of fun and motivation to the step tracking experience. **Social Features:** StepSetGo allows users to connect with friends and create groups to engage in friendly step competitions. Users can also share their achievements, progress, and challenge results on social media platforms. **In-App Marketplace:** StepSetGo features an in-app marketplace where users can redeem their accumulated SSG coins for a variety of products, including fitness equipment, vouchers, health and wellness products, and more. **Achievement Badges:** StepSetGo rewards users with achievement badges based on their step milestones, encouraging them to reach new goals and celebrate their progress. **Health Insights:** StepSetGo provides users with insights and data about their daily, weekly, and monthly step counts, allowing them to track their activity levels and monitor their progress over time. **Community Support:** StepSetGo fosters a community of like-minded individuals who are focused on leading an active lifestyle. Users can interact, share tips, and provide support to each other within the app.

StepSetGo aims to motivate and incentivize individuals to incorporate more physical activity into their daily lives by turning steps into rewards. It provides a gamified experience that encourages users to be more active, while also offering them the opportunity to earn rewards and engage with a community of fitness enthusiasts.

Figure 1: Range of Services



Source- The Author

ABOUT THE ENTREPRENEURS

Shivjeet Ghatge is the Co-Founder & CEO, StepSetGo. Prior to this he is the Co-Founder at Between the Lines Design. He has a Bachelor's degree from Grenoble Ecole de Management - Grenoble Graduate School of Business.

Figure 2: Approaches



Source- The Author

GENESIS TO GROWTH OF THE ORGANISATION

The strategic advantages that have worked wonders for StepsetGo are as follows

Figure 3: Strategic Advantages of StepsetGo

Source- The Author

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

This app is proving to be life changing and such a big motivation for me. It motivates you really hard to walk and complete your daily limit. You can also compete with your friends. They need to integrate with fit bands and smart watches, currently you have to carry your phone everywhere. Overall great Great app with good initiative. The only problem is reward section which is almost bidding now and no new product in bazaar store just bidding and discount coupon. This is the only download. Please bring me redeem products.

It was last day to upgrade to level 5 but app stopped working. Reported issue many times but got no response. App gets crashing many times. After reporting issued we get automatic response from Bot. Looking for alternative app.

DISCUSSION AND CONCLUSION

In conclusion, StepSetGo (SSG) stands out as a fitness app with unique and compelling features that differentiate it from other platforms in the market. Through its gamified approach, rewards system, and focus on behavior change, SSG successfully engages users and motivates them to adopt a more active lifestyle. The app's emphasis on user engagement and community building creates a supportive and motivating environment that keeps users connected and inspired. With its data insights, goal setting features, and

personalized recommendations, SSG empowers users to track their progress, set achievable goals, and make informed decisions about their fitness journey. The app's reward system and in-app marketplace further enhance user satisfaction and loyalty. Finally, SSG benefits from its mobile accessibility, leveraging the widespread use of smartphones to reach a large user base and offer a convenient fitness solution. Overall, StepSetGo's strategic advantages position it as a leading platform that not only promotes physical activity but also drives lasting behavior change and fosters a sense of community among its users.

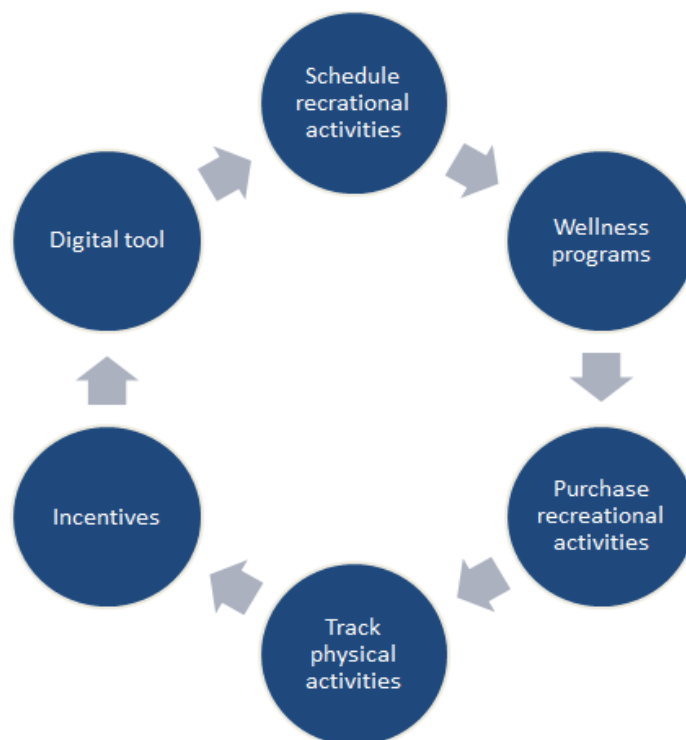
GROWFITTER: TRANSFORM YOUR BODY, TRANSFORM YOUR HEALTH

Mr. Swaraj Manchanda and Sheetal Rana

OVERVIEW OF THE COMPANY

Imagine downloading an app and going on a 30-minute walk or cycling session only to get rewarded for the same. Imagine continuing it for five or seven days, and lo and behold, you are eligible to earn a free protein shaker, a gym bag upon completing 12 days, and maybe an iPhone 11 upon completing 30 days. That's exactly what Mumbai-based B2C healthtech platform, GrowFitter, does. The company is also one of YourStory's Tech50 2021 startups. Their motto? Don't burn your cash, burn your calories, and get rewarded! Growfitter.com is India's Biggest Incentivised Wellness Platform. We are a machine learning technology startup building health quotient of India and revolutionizing the health, wellness & fitness industry with the technology solutions. We have listed around 12000+ fitness centre across 14 cities PAN India. You can look for gym and fitness centers near to your location, can book a trial or can buy the best gym and fitness centers deals online. You can also check out the information like membership fees, a number of personal trainers, schedules and timing, latest workout equipment, amenities, images, videos and virtual tour.

The Growfitter platform enables consumers to reserve, schedule, purchase, access, and attend a wide range of recreational, wellness, and Fitness Services offered and operated by fitness studios, gyms, trainers, venues or other third parties (collectively, "Venues"). Growfitter platform enables consumers to track their physical activities such as Walking, Running, Cycling and Workout routines, and rewards the user for staying healthy. Growfitter itself is not a gymnasium, place of amusement or recreation, health club, facility, fitness studio or any similar establishment and does not own, operate or control any of the Fitness Services that are offered at or through such facilities.

Figure 1: Range of Products**ABOUT THE ENTREPRENEURS**

Sanmati Pande- Am a CPA (Australia), Chartered Accountant & MBA with 10 years of International experience in Corporate Finance & Treasury. Worked on 3 successful international projects of acquisition worth a billion dollars in three geographies.

A fitness enthusiast I always see things through which led to launch of Growfitter - A machine learning gamified platform that offers lifestyle rewards to adopt an active life. Have already changed the lifestyle of million users offering 500K + rewards & Cashback to stay healthy Rahul Sethy-He is currently CTO at Growfitter where they are trying to build an ecosystem powered by AI and Machine Learning which will help people to get fit and adopt a healthy lifestyle According to Sanmati Pande, a qualified Chartered Accountant and the Co-Founder of the gamified digital health reward platform, Growfitter was also one among 50 shortlisted startups from 3,300 that were invited to South Korea in 2020 to build a prototype of their platform in South Korean language. "So, we stayed for four months between August and December to build the prototype and presented it on demo day," recalls Harshit Sethy, an IIT Hyderabad alumnus and the co-founder of GrowFitter. Get connected to Growfitter This was also when Sanmati and Harshit undertook a white paper research, which was later published by the American Heart Association and World Health Organisation (WHO). According to the study, a daily 30-minute physical activity helps in lowering the risk of cardiovascular diseases and diabetes, as well as COVID-19 and the risk of mortality by 46-76 percent. The duo later transformed the study into an app that was designed as a rewards platform to incentivise physical activity with tangible financial benefits.

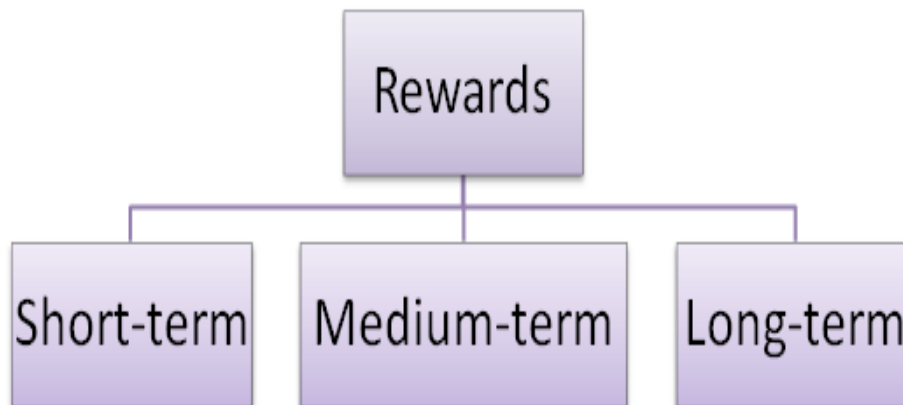
GENESIS TO GROWTH OF THE ORGANISATION

Harshit takes us back to a pivotal moment when right after they launched the app, they did not invest in marketing or promotion, but adopted a strong referral programme. “With 50 referrals, we offered a Google Home Mini. With 100 referrals, we offered an Apple iPod. When people came to know about this unique value proposition, all of a sudden we had micro-influencers on social media, who started making videos about our app. One influencer spoke about it and today, we have more than 300 videos on YouTube. I still remember one day we got 10,000 downloads at 12 midnights. We were sleeping and our OTP had expired as we didn’t expect 10,000 messages at one time,” So, people then started getting into a habit and we saw that an average user who was earlier undertaking seven activities a month, the moment he started getting premium rewards, he started giving 20 activities in a month because now he was playing for bigger rewards so he had to be more active,” he continues.

GrowFitter’s premium subscription plan that offers bigger rewards like a mountain bike starts at just Rs 99 a month, which as Harshit points out is “cheaper than a Starbucks coffee”. Considering that GrowFitter has its outreach in 200+ cities and there are 10,000+ D2C brands on board the healthtech platform to promote their products and offer free sampling, it makes it a favourable option as compared to the more expensive avenues like Google Advert and Instagram.

And finally, for the insurance spectrum, GrowFitter offers a subscription-based model for the digital-first product.

REWARD SYSTEM OF GROWFITTER



THE ROAD TO REWARDS

GrowFitter is a digital platform that adds financial benefits to physical activity and offers a monthly subscription to cover the user’s healthcare expenses. For its rewards programme, it has partnered with the likes of Gillette, Procter & Gamble, Coca-Cola, Puma, Paytm, Myntra, Lakme, Hindustan Lever, Grofers, 1mg, Jio Saavn, Thyrocare, EaseMyTrip, Actofit, The Man Company. The startup has so far raised a total funding of \$2 million from angel investors, SQue Capital & Inflection Point Ventures (IPV).

THE SWEET FRUIT OF PARTNERSHIP

As a startup, GrowFitter aims to up the health quotient of India by disrupting health, wellness, and fitness by leveraging technology, and offering customised plans for users. It has partnered with gyms and fitness centers to help people keep a track of their activities and earn incentives for them. GrowFitter is present in 200+ cities and has more than 3,00,000 clients. It works with companies such as Mercer and Aditya Birla Health Insurance to enable its users to cover their healthcare needs.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

An app you should definitely try out once. Amazing UI and the ways of collecting rewards is amazing and weekly challenges are the best part. This review was told to be written by me in return of 1500 growfitter store coupon which was obviously a lie. Don't fall for this scam guys. + Too many ads. Clothes ordered from store are not original. Poor quality and when asked for refund or replacement was denied all that. No authentic products awesome app activities are simple and easy to achieve. It's great that we can track walking, running, and cycling together. I liked the concept of application. It motivates you to do physical activity for your health. Their reward program is friendly and trustworthy. It's realistic and user friendly awesome app activities are simple and easy to achieve. It's great that we can track walking, running, and cycling together. I liked the concept of application. It motivates you to do physical activity for your health. Their reward program is friendly and trustworthy. It's realistic and user friendly.

DISCUSSION AND CONCLUSION

Discussion

Growfitter is an innovative app that aims to incentivize individuals to stay physically fit by offering financial rewards. By combining technology with fitness, the app encourages users to adopt healthy habits and achieve their fitness goals while also providing them with monetary benefits. The concept of earning money for staying fit is undoubtedly appealing and has the potential to motivate individuals who may otherwise struggle with consistency or lack of motivation.

One of the significant advantages of the Growfitter app is its ability to track users' fitness activities and progress. Through integration with various fitness tracking devices or smartphones, the app can monitor users' workouts, steps taken, calories burned, and other relevant metrics. This data is then used to determine the financial rewards that users can earn. The app's tracking features not only enable users to measure their progress but also provide them with a sense of achievement and fulfillment as they witness their efforts paying off.

Furthermore, the monetary incentives offered by the Growfitter app can attract a wide range of individuals, including those who may not have had a strong motivation to

engage in regular exercise previously. By attaching a tangible reward to physical fitness, the app taps into the human desire for both self-improvement and financial gain, making it more likely for users to stick to their fitness routines and make healthier choices.

However, it is essential to consider some potential challenges and limitations of such an app. Firstly, there may be concerns about the sustainability of the monetary rewards system. If the app gains widespread popularity, the financial burden of paying out rewards to a large number of users could become challenging. Additionally, the fairness and accuracy of tracking users' fitness activities need to be addressed to ensure that the rewards are allocated appropriately. Users may also feel pressured to engage in certain activities solely for the sake of earning money, potentially compromising the authenticity and enjoyment of their fitness journeys.

CONCLUSION

Growfitter is an app that has the potential to revolutionize the way people approach fitness by combining financial incentives with physical activity. By offering monetary rewards for staying fit, the app aims to motivate users and encourage healthier habits. The ability to track users' progress and provide them with tangible rewards adds a sense of achievement and satisfaction to their fitness journey.

However, careful consideration needs to be given to the sustainability and fairness of the reward system, as well as addressing any potential negative effects of solely focusing on financial gain. Overall, while the concept of earning money to stay fit is appealing, it is important to strike a balance between incentivizing healthy behaviors and promoting the intrinsic value and joy of leading an active lifestyle.

MUSCLEBLAZE: FUEL YOUR BODY FOR MAXIMUM GAINS

Ms. Priyanshi Jain and Sheetal Rana

OVERVIEW OF THE COMPANY

MuscleBlaze is a popular Indian brand that specializes in fitness and sports nutrition products. The company is known for offering a wide range of high-quality supplements and nutritional products to support fitness enthusiasts, bodybuilders, and athletes in achieving their fitness goals. MuscleBlaze is committed to providing effective and safe products that help individuals optimize their performance, enhance muscle growth, and improve overall fitness.

HERE ARE SOME KEY POINTS ABOUT MUSCLEBLAZE

1. **Product Range:** MuscleBlaze offers an extensive range of products, including protein supplements, mass gainers, pre-workouts, amino acids, weight loss supplements, vitamins, and more. These products are formulated using quality ingredients and undergo rigorous quality testing to ensure safety and efficacy.
2. **Quality Assurance:** MuscleBlaze focuses on maintaining high-quality standards in its manufacturing processes. The company sources ingredients from reliable suppliers and follows stringent quality control measures to deliver safe and reliable products to consumers. Their products are manufactured in compliance with relevant industry standards and regulations.
3. **Transparency and Authenticity:** MuscleBlaze places a strong emphasis on transparency and authenticity. The brand provides detailed information about its products, including ingredient profiles, nutritional facts, and usage guidelines. Additionally, they prioritize customer feedback and engage in open communication to address queries or concerns.
4. **Customer Focus:** MuscleBlaze aims to meet the diverse needs of its customers by offering a range of products catering to different fitness goals and dietary preferences. The brand strives to provide exceptional customer service and support, ensuring a positive experience for its consumers.
5. **Innovation and Research:** MuscleBlaze invests in research and development to continually improve its products and stay at the forefront of the industry. The company explores new formulations, ingredients, and manufacturing techniques to develop innovative solutions that align with evolving customer demands and scientific advancements.
6. **Community Engagement:** MuscleBlaze actively engages with the fitness community through social media platforms, blogs, and events. They collaborate with

fitness influencers, trainers, and athletes to promote health and fitness and provide valuable content and guidance to their customers.

MuscleBlaze has gained a significant presence in the Indian fitness industry and has established itself as a trusted brand among fitness enthusiasts. Its commitment to quality, customer satisfaction, and continuous innovation has contributed to its popularity and success in the market.

Figure 1: Range of Products



Source- The Author

ABOUT THE ENTREPRENEURS

MuscleBlaze was founded by Sameer Maheshwari and Rohan Mathur. Sameer Maheshwari is an entrepreneur and fitness enthusiast with a background in finance and e-commerce. He has experience in building and scaling businesses in various industries. Rohan Mathur, on the other hand, is a passionate fitness professional with expertise in sports nutrition. Together, they founded MuscleBlaze with the vision of providing high-quality fitness and sports nutrition products to the Indian market.

GENESIS TO GROWTH OF THE ORGANISATION

MuscleBlaze had experienced significant growth and established itself as a prominent brand in the Indian fitness and sports nutrition market. The company gained popularity among fitness enthusiasts and athletes, leveraging its focus on quality products, innovation, and customer engagement.

MuscleBlaze has been expanding its product portfolio and distribution channels, making its products widely available across both online and offline platforms. The brand's commitment to product quality, transparency, and customer satisfaction has contributed to its success and growth in the industry.

CHALLENGES FACED BY MUSCLEBLAZE

MuscleBlaze, like any other company, faces various challenges in its operations. While specific challenges may evolve over time, here are some common challenges that MuscleBlaze or any company in the fitness and sports nutrition industry may face:

1. **Intense Competition:** The fitness and sports nutrition industry is highly competitive, with numerous established brands and new entrants vying for market share. MuscleBlaze faces competition from both domestic and international players, requiring continuous innovation and differentiation to stay ahead.

2. **Regulatory Compliance:** The sports nutrition industry is subject to regulations and guidelines regarding product labeling, safety, and claims. Ensuring compliance with these regulations can be a challenge, especially when operating in multiple markets with varying requirements.

3. **Quality Control:** Maintaining consistent product quality and safety is crucial for a brand like MuscleBlaze. The company must implement robust quality control measures, regularly test its products, and ensure compliance with relevant quality standards to build and maintain trust among consumers.

4. **Consumer Education:** Educating consumers about the benefits, proper usage, and safety of sports nutrition products can be challenging. Many consumers may have misconceptions or lack awareness regarding these products. MuscleBlaze needs to invest in educating its target audience about the science behind its products and the role they play in supporting fitness goals.

5. **Brand Reputation:** Building and protecting a strong brand reputation is essential in the fitness and sports nutrition industry. MuscleBlaze needs to be proactive in addressing customer concerns, maintaining open communication channels, and swiftly resolving any issues that may arise to safeguard its brand image.

6. **Supply Chain Management:** Ensuring a robust and efficient supply chain can be challenging, especially when dealing with multiple suppliers and distribution channels. MuscleBlaze needs to effectively manage its inventory, logistics, and relationships with suppliers to meet customer demand and minimize supply chain disruptions.

7. **Evolving Consumer Preferences:** Consumer preferences and trends in the fitness and sports nutrition industry can change rapidly. MuscleBlaze must stay updated with evolving consumer demands, preferences, and health trends to develop products that align with market needs.

These challenges require MuscleBlaze to remain agile, adaptable, and responsive to market dynamics and consumer expectations. By addressing these challenges effectively, MuscleBlaze can continue to grow and succeed in the industry.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

1. "I've been using MuscleBlaze whey protein for a few months now, and it's been incredible. The taste is fantastic, and it mixes smoothly without any clumps. I've noticed significant gains in muscle strength and recovery since incorporating it into my fitness routine. Highly recommended!"
2. "MuscleBlaze's pre-workout supplement has become my go-to choice before hitting the gym. It gives me an amazing energy boost and helps me stay focused throughout my workouts. I've seen a noticeable improvement in my performance and endurance. The flavors are great too!"
3. "I have been struggling with weight loss for a while, and MuscleBlaze's fat burner has been a game-changer for me. It has helped suppress my appetite and boost my metabolism. Combined with regular exercise and a healthy diet, I have finally started shedding those extra pounds. So happy with the results!"
4. "I recently tried MuscleBlaze's BCAA supplement, and I must say, it's top-notch. The watermelon flavor is refreshing, and it helps in reducing muscle soreness and fatigue after intense workouts. It's become an essential part of my post-workout routine, and I can't imagine my fitness journey without it."
5. "I have been using MuscleBlaze's mass gainer for a while now, and it has been instrumental in helping me bulk up. The chocolate flavor is delicious, and it provides a good balance of carbs and proteins for muscle growth. The quality is excellent, and it mixes well. I'm very satisfied with the results."

DISCUSSION AND CONCLUSION

In conclusion, MuscleBlaze has established itself as a reputable brand in the fitness and sports nutrition industry. With a wide range of high-quality products, a focus on innovation and a commitment to customer satisfaction, MuscleBlaze has gained popularity among fitness enthusiasts, athletes, and individuals striving to achieve their fitness goals.

The company's emphasis on product quality, safety, and transparency has helped build trust among consumers. MuscleBlaze's continuous research and development efforts ensure that its products stay up-to-date with scientific advancements and evolving customer demands.

Despite facing challenges such as intense competition, regulatory compliance, and consumer education, MuscleBlaze has shown resilience and agility in adapting to market dynamics. The brand's commitment to addressing customer concerns and maintaining a strong brand reputation has further contributed to its success.

With a growing customer base and a strong distribution network, MuscleBlaze continues to expand its presence in the Indian fitness market. By consistently meeting consumer needs, staying innovative, and maintaining a customer-centric approach, MuscleBlaze is well-positioned for continued growth and success in the future.

BHU KOMBUCHA: MAKE YOUR KITCHEN GREEN WITH BHU KOMBUCHA

Ms. Shirly Rex and Sheetal Rana

OVERVIEW OF THE COMPANY

Bhu Kombucha is a brand that specializes in crafting high-quality kombucha beverages. Kombucha is a fermented tea drink that is known for its probiotic and health-promoting properties. Bhu Kombucha offers a range of delicious and refreshing flavors, all made with natural ingredients and a commitment to quality.

HERE ARE SOME KEY POINTS ABOUT BHU KOMBUCHA

- **Handcrafted Fermentation:** Bhu Kombucha follows traditional fermentation methods to create their kombucha. The brand takes pride in the art of handcrafting each batch, ensuring optimal flavor development and the preservation of beneficial bacteria and enzymes.
- **Premium Ingredients:** Bhu Kombucha uses premium-quality tea leaves, organic cane sugar, and real fruits or botanicals to infuse their kombucha with delightful flavors. They prioritize sourcing high-quality, natural ingredients to create a delicious and wholesome beverage.
- **Probiotic and Health Benefits:** Kombucha is known for its probiotic content, which can support gut health and digestion. Bhu Kombucha's beverages are carefully fermented to maximize the probiotic benefits while delivering a refreshing and enjoyable drinking experience.
- **Flavorful Varieties:** Bhu Kombucha offers a range of enticing flavors, including classic options like Original and Ginger, as well as unique combinations like Strawberry Mint and Lavender Lemonade. This diverse selection allows consumers to find their preferred flavor profile.
- **Sustainable and Environmentally Conscious:** Bhu Kombucha is committed to sustainable practices. They prioritize environmentally friendly packaging and use recyclable glass bottles for their products. Additionally, they source ingredients responsibly, supporting organic and sustainable agriculture whenever possible.
- **Bhu Kombucha aims to provide consumers with a healthy and flavorful beverage choice that not only satisfies their taste buds but also supports their well-being. With a focus on traditional fermentation methods, premium ingredients, and a commitment to sustainability, Bhu Kombucha continues to gain recognition as a trusted brand in the kombucha market.**

Figure 1: Range of Products**ABOUT THE ENTREPRENEURS**

I am the founder of Bhu Kombucha, a fermented foods and drinks women-led business based in New Delhi, founded in 2017.

I spent a decade (2007 to 2017) as a journalist writing for magazines and newspapers on subjects of popular culture, design, art, food, music and gender. I have been published in the NYT, Caravan, Elle, Vogue, Cnn, Elle Décor, amongst others. I have co-authored a book on Ayurvedic living "Ageless", published by Juggernaut Publishing, with my Ashtanga teacher Paramguru Sharath Jois of the Ashtanga Yoga lineage. I am currently also working on a collection of short stories and a novel

CURRENT MARKET TRENDS

Source- The Author

GENESIS TO GROWTH OF THE ORGANISATION

the kombucha market has experienced significant growth in recent years, driven by increasing consumer interest in health and wellness beverages. Bhu Kombucha, as a brand specializing in kombucha, may have benefited from this growing trend.

Factors that contribute to the growth of Bhu Kombucha and the kombucha market in general include:

Rising Health Consciousness: Consumers are increasingly seeking healthier beverage alternatives that offer potential health benefits. Kombucha, known for its probiotic content and potential digestive health benefits, has gained popularity among health-conscious individuals.

Growing Demand for Natural and Functional Beverages: There is a growing preference for beverages made with natural ingredients and perceived functional benefits. Bhu Kombucha's focus on premium ingredients and probiotic properties aligns with this demand.

Expansion of Distribution Channels: Increased availability of kombucha products through various distribution channels, including retail stores, online platforms, and specialty health food stores, has facilitated market growth.

Innovation and Flavor Varieties: Brands that offer a diverse range of appealing flavors and unique combinations have attracted consumers looking for taste variety and experimentation. Bhu Kombucha's flavor options may have contributed to its growth by catering to different consumer preferences.

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

1. "Bhu Kombucha has become my go-to choice for a refreshing and healthy beverage. The flavors are fantastic, especially the Strawberry Mint which has the perfect balance of fruity sweetness and minty freshness. I love knowing that I'm enjoying a probiotic-rich drink made with natural ingredients."
2. "I've tried several kombucha brands, but Bhu Kombucha stands out for its exceptional quality and taste. The Ginger flavor is my favorite, providing a nice zing and a soothing warmth. It's great to have a drink that not only satisfies my cravings but also supports my digestive health."
3. "Bhu Kombucha has truly impressed me with its commitment to sustainability. The glass bottles are not only visually appealing but also eco-friendly. I appreciate that the brand prioritizes using premium ingredients and focuses on reducing its environmental impact. It's a win-win!"
4. "As someone who enjoys exploring unique flavors, Bhu Kombucha has been a delightful discovery. Their Lavender Lemonade kombucha is a heavenly

combination. The floral lavender notes perfectly complement the tangy lemonade taste. It's a refreshing and sophisticated beverage option."

5. "I've been a fan of Bhu Kombucha for a while now, and it continues to exceed my expectations. The Original flavor is a classic that never disappoints. It has a crisp and slightly tart profile that I find incredibly refreshing. Bhu Kombucha has become a staple in my wellness routine."

DISCUSSION AND CONCLUSION

Bhu Kombucha has established itself as a notable player in the kombucha market, offering a range of flavors that appeal to a diverse consumer base. Let's delve into the key aspects of Bhu Kombucha and discuss its strengths and areas for improvement.

1. **Quality and Flavor:** ** One of the standout features of Bhu Kombucha is its commitment to using premium ingredients and traditional fermentation techniques. The brand's emphasis on quality is reflected in the taste of its products. Bhu Kombucha offers a variety of flavors, catering to different preferences and ensuring there is something for everyone. From the tangy Original to the zesty Ginger and the innovative Strawberry Mint, Bhu Kombucha delivers on taste and provides a refreshing drinking experience.
2. **Probiotic Benefits:** ** Kombucha is renowned for its probiotic content, which can promote a healthy gut microbiome and support digestion. Bhu Kombucha's dedication to traditional fermentation methods helps retain the beneficial bacteria and enzymes, ensuring that consumers can enjoy the potential probiotic benefits with each sip. This focus on delivering probiotics sets Bhu Kombucha apart in the market and appeals to health-conscious consumers seeking functional beverages.
3. **Sustainability Initiatives:** ** Bhu Kombucha demonstrates a commitment to sustainability through its choice of packaging. By opting for glass bottles, which are reusable and recyclable, the brand minimizes its environmental footprint. This eco-conscious approach resonates with consumers who prioritize sustainability and appreciate brands that align with their values.
4. **Market Positioning:** ** Bhu Kombucha has positioned itself as a premium kombucha brand, focusing on quality ingredients and flavors. This positioning allows the brand to differentiate itself in a crowded market and attract consumers who are willing to pay a premium for a superior product. By prioritizing quality and flavor, Bhu Kombucha has the potential to carve out a niche for itself and build a loyal customer base.
5. **Potential for Innovation:** ** While Bhu Kombucha offers a solid range of flavors, there is an opportunity for continued innovation and introducing new, unique flavor profiles. The kombucha market is dynamic, and consumers are often eager to explore novel taste experiences. By capitalizing on this trend and staying ahead of evolving

consumer preferences, Bhu Kombucha can maintain its competitive edge and continue to attract new customers.

CONCLUSION

In conclusion, Bhu Kombucha has made a mark in the kombucha industry with its emphasis on quality, flavor, and sustainability. The brand's commitment to using premium ingredients, traditional fermentation techniques, and eco-friendly packaging sets it apart from competitors. Bhu Kombucha's offerings provide a refreshing and healthy beverage choice for consumers seeking a probiotic-rich alternative.

With its diverse flavor range, Bhu Kombucha appeals to a broad audience, catering to different taste preferences. The brand's focus on quality ensures a consistent and enjoyable drinking experience. By capitalizing on the potential health benefits of kombucha and maintaining a commitment to sustainability, Bhu Kombucha resonates with health-conscious and environmentally aware consumers.

To remain successful and continue its growth trajectory, Bhu Kombucha should prioritize ongoing innovation and product development. Introducing new flavors and exploring unique combinations can help capture consumer interest and keep the brand fresh and exciting. Additionally, staying attuned to market trends and evolving consumer preferences will enable Bhu Kombucha to adapt and remain competitive in the ever-changing kombucha landscape.

Overall, Bhu Kombucha's dedication to quality, flavor, and sustainability positions it as a strong contender in the kombucha market. With its unique selling points and potential for continued innovation, Bhu Kombucha is well-positioned for growth and continued success.

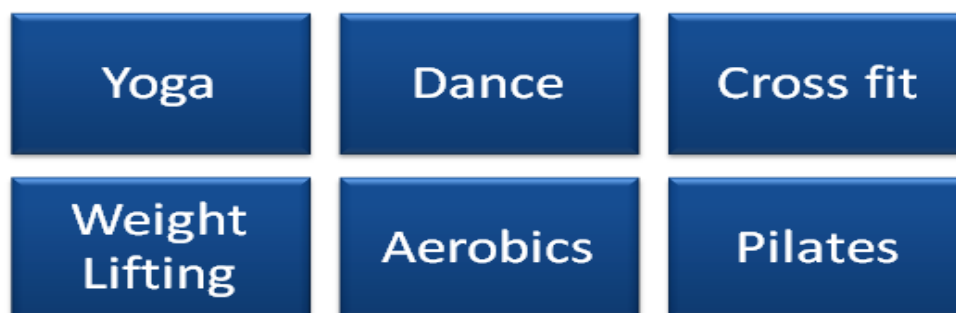
ARENO: UNLEASH YOUR STRENGTH WITH ARENO**Prof. (Dr.) Ravi Kant Swami and Tushar Sharma****OVERVIEW OF THE COMPANY**

Areno Innovations is a website, which pays its consumers to workout. If a person regularly exercises and stay fit, areno can help them in earning rewards, while participating in the competitions and challenges and win bigger awards. Areno Innovations Private Limited is an unlisted private company incorporated on 09 March, 2022. It is classified as a private limited company and is located in Bangalore, Karnataka. It's authorized share capital is INR 15.00 lac and the total paid-up capital is INR 4.51 lac. The registered office of Areno Innovations Private Limited is at E-703, Adarsh Rhythm, 71, Panduranga Nagar, off Bannerghatta Road Bangalore, Bangalore, Bangalore, Karnataka.

Areno aims to make people not only fit, but also a fitness enthusiast, Areno comes with a mission to make workout, exercises and fun go hand in hand. Areno gives out huge rewards to make people stay motivated and stay put to their routines of working out and gives them an opportunity to earn while staying fit.

ARENO PROVIDES WITH DIFFERENT FORMS OF PHYSICAL ACTIVITIES SUCH AS

- Yoga
- Dance
- Cross fit
- Weight Lifting
- Aerobics
- Pilates etc.

Figure 1: Physical Activities by Areno

Source: The Author

ABOUT THE FOUNDER

The brain behind Areno Innovations Private Limited is of Sidharth Jain, who is an Experienced Agile Product Manager in Software Development with 15+ years of industry experience skilled in the management of highly visible, concurrent projects. Utilizes agile methods that can cross multiple business divisions to plan, organize, lead and motivate agile project teams to exceed expectations of performance and delivery. Sidharth is currently serving as chief operating officer at Areno and looking at product development of our very first product.

HE DEVELOPED A NEW PATH TOWARDS FITNESS IN JUST THREE STEPS WHICH IS AS FOLLOWS

1. Join

This step says that firstly join the challenge on Areno app by registering on the app.

2. Workout

This says that after registering on the app start your workout using your mobile phone by following the instructions given for the same.

3. Win

This step says that after doing the workout challenge, win the Areno points and redeem them for cash vouchers.

GROWTH STRATEGY

Growth strategy of Areno is

- **User Acquisition:** These apps focus on attracting and acquiring new users by leveraging various marketing channels such as social media advertising, influencer partnerships, app store optimization, and targeted online advertising. The goal is to reach and attract individuals interested in fitness, exercise, and the opportunity to earn money.
- **Gamification and Engagement:** To encourage user retention and engagement, exercise and win money apps often incorporate gamification elements. They may offer challenges, leaderboards, achievements, and rewards to keep users motivated and actively participating in the app's activities.
- **Partnerships and Collaborations:** Collaborations with fitness influencers, trainers, gyms, or other relevant entities can help drive user adoption and credibility for the app. Partnering with established brands or fitness communities can expand the app's reach and attract a wider user base.

CHALLENGES FACED BY ARENO

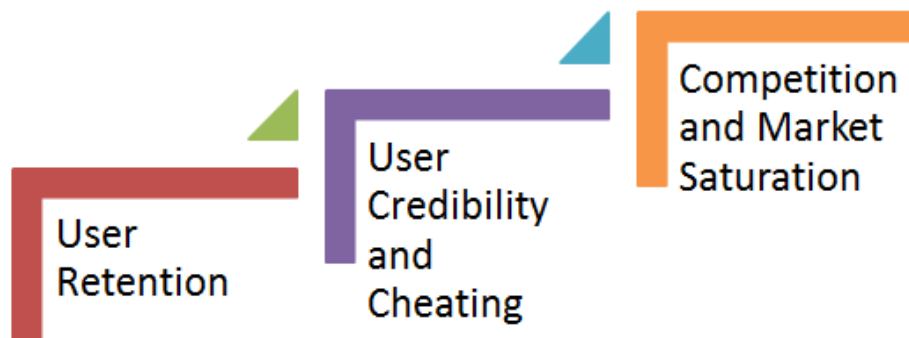
Here are some of the challenges faced by Areno Innovation

- **User Retention:** Encouraging users to continue using the app and maintaining their engagement can be a challenge. Many users may initially be attracted by the

opportunity to win money but may lose interest over time. Keeping users motivated and providing ongoing value through gamification, rewards, and new challenges is essential to retain users.

- **User Credibility and Cheating:** Validating exercise activities and ensuring users are engaging in legitimate workouts can be challenging. Some users may attempt to cheat the system by falsifying activity data or using methods to bypass the app's tracking mechanisms. Implementing robust verification methods and strict rules can help address this issue.
- **Competition and Market Saturation:** The market for exercise and win money apps can be highly competitive, with numerous similar apps vying for users' attention. Differentiating the app's features, value proposition, and user experience is crucial to stand out from the competition and attract a loyal user base.

Figure 2: Challenges Faced By Areno



Source: The Author

CURRENT TRENDS

Here are some potential current trends in fitness apps that pay users to exercise

- **Gamified Challenges:** Fitness apps are incorporating gamification elements to make exercise more engaging and rewarding. They may offer challenges, competitions, leaderboards, and achievements that allow users to earn points or rewards based on their performance.
- **Social Community and Challenges:** Fitness apps are fostering a sense of community by allowing users to connect with friends or fellow users. They can participate in group challenges, share achievements, and support and motivate each other in their fitness journeys.
- **Integration with Wearable Devices:** Many fitness apps integrate with wearable devices like smartwatches and fitness trackers to track users' exercise activities accurately. This enables users to earn rewards or incentives based on their tracked data, encouraging consistent exercise.

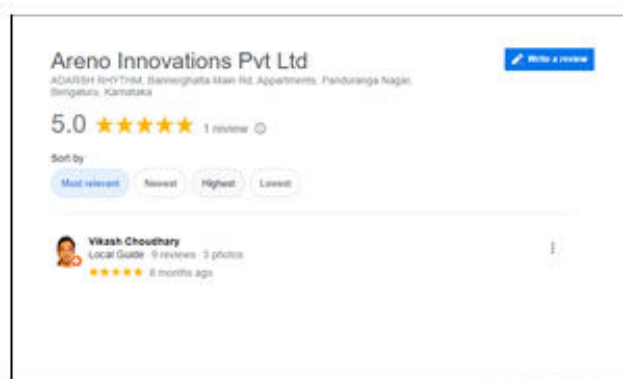
Figure 4: Current Market Trends

Source: The Author

CONSUMER REVIEWS & EXPERIENCE

Some common customer reviews of Areno are:

- **Motivation and Accountability:** Many users appreciate the incentive of earning money or rewards for exercising. It can serve as a motivating factor to stay consistent with their fitness routines and achieve their goals.
- **Positive Reinforcement:** Fitness apps that pay money often provide positive reinforcement and recognition for users' efforts and achievements. This positive feedback can boost users' self-esteem and encourage them to continue their fitness journey.
- **Extra Income or Rewards:** Some users view fitness apps that pay money as a way to earn extra income or supplement their earnings. They appreciate the opportunity to earn cash, gift cards, or other rewards while engaging in physical activity.

Figure 3: Reviews by the Users

Source: <https://www.google.com/search?q=reviews+of+areno+innovation&rlz>

CONCLUSION AND DISCUSSION

In conclusion, fitness apps that pay money have introduced a unique incentive for users to engage in physical activity and maintain their fitness goals. Apps offer monetary rewards, gift cards, or other incentives as a way to motivate and encourage users to exercise regularly. While customer responses can vary, many users appreciate the additional motivation and positive reinforcement provided by these apps. However, it's important to manage expectations as earning substantial amounts of money through these apps may be challenging. Additionally, the overall satisfaction of users depends on factors such as app reliability, user experience, transparent payout processes, and the variety of features offered. As with any fitness app, it's advisable for individuals to research and read customer reviews to make an informed decision about which fitness app that pays money aligns best with their goals and preferences.

HEALTHYSTHAN: ULTIMATE HEALTH PROBLEM SOLVING TOOL

Prof. (Dr.) Poorva Ranjan and Tushar Sharma

OVERVIEW OF THE COMPANY

About 90% of Indians are not aware about their daily Protein due which 70% Indians are protein deficit. Healthysthan is a company that operates in the Health, Wellness and Fitness industry. The company is redefining the way we snack. It is based to bring healthy yet super yummy roasted snacks to our shelf. They are solving the protein problem by providing high protein natural roasted snacks and nut butters. Healthysthan is here to bridge the gap between bland healthy food by making it interesting, healthy and super delish one. They offer Roasted snacks, superfoods and nut butters. High in protein and fiber. Low in fat. USP of Healthysthan is 0% added sugar, 0% preservatives, 0% artificial flavor, 0% artificial color, 0% hydrogenated oil, 0% other bad stuff you have ever heard of and 100% wholesome and flavorsome.

ABOUT THE FOUNDER

The brainchild behind Healthysthan is Udit Jhalani. He is a budding start up that focuses on removing various myths surrounding health and fitness. He is passionate about making the world realize why health is really the true wealth. He also carries proficiency in web designing, graphic designing, illustration, calisthenics and channelising his inner creativity.

CHALLENGES FACED BY HEALTHYSTHAN

Following are challenges faced by Healthysthan:

- **Consumer Awareness and Education:** Superfoods are often niche products with specific health benefits. Educating consumers about the nutritional value, health benefits, and usage of superfoods can be a challenge. Building awareness and demonstrating the value proposition of superfoods requires effective marketing and educational campaigns.
- **Market Competition:** The market for superfoods has grown rapidly, resulting in increased competition. Established companies and new entrants continuously introduce new products, making it crucial for superfood companies to differentiate themselves and stand out in a crowded marketplace.
- **Sourcing and Supply Chain:** Superfoods often come from specific regions or have unique growing conditions. Ensuring a consistent and reliable supply of high-quality superfoods can be challenging, particularly if they are sourced internationally. Maintaining strong relationships with suppliers and managing the supply chain effectively is essential.

Figure 1: Challenges Faced By Healthysthan

Source: The Author

GROWTH STRATEGY OF HEALTHYSTHAN

Healthysthan used the following strategies to uplift their market value:

- **Product Differentiation:** Startups often focus on developing unique and innovative nutritional products that stand out from competitors. This can involve creating specialized formulations, utilizing novel ingredients, or targeting specific consumer needs or dietary preferences.
- **Branding and Marketing:** Building a strong brand identity and effectively marketing the nutritional products is crucial for growth. Startups invest in strategic branding, packaging design, and marketing campaigns to create awareness, attract customers, and differentiate themselves in the market.
- **Targeted Market Segmentation:** Startups identify specific target markets or consumer segments to focus their efforts on. By understanding the needs, preferences, and pain points of their target audience, startups can tailor their products and marketing strategies to resonate with and attract the right customers.
- **Distribution Partnerships:** Collaborating with distributors, retailers, or online platforms is an effective strategy for expanding the reach of nutritional products. Startups establish partnerships to gain access to new markets, increase product visibility, and leverage established distribution networks.

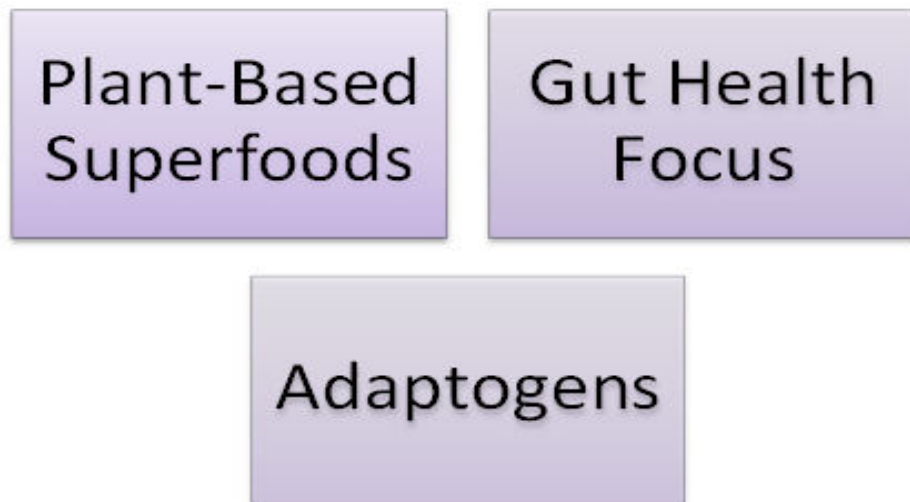
CURRENT TRENDS

Current trends in the super food market are

- **Plant-Based Superfoods:** The demand for plant-based superfoods continues to rise as more consumers adopt vegetarian, vegan, or flexitarian diets. Superfoods like quinoa, chia seeds, kale, and spirulina are popular choices due to their high nutritional value and sustainability.

- **Adaptogens:** Adaptogens are superfoods known for their ability to help the body cope with stress and promote overall well-being. Examples include ashwagandha, maca, and reishi mushrooms. These ingredients are increasingly incorporated into various food and beverage products.
- **Gut Health Focus:** There is a growing emphasis on superfoods that support gut health, as awareness of the gut-brain connection and the importance of a healthy microbiome increases. Foods like fermented vegetables, kefir, kimchi, and kombucha are gaining popularity due to their probiotic content.

Figure 2: Current Market Trends



Source: The Author

CUSTOMER REVIEWS & EXPERIENCE

The company has shown a huge success rate in terms of customer satisfaction and support. The reviews have been very favorable and the company has strongly redressed any grievances. Some snippets of the customer reviews are;

- “Superb innovation of taste and health, healthy food with yummy taste. Some very innovative ideas n servings of sprouts, seeds n fruits!! Super star rating from my side.”
- “Very good initiative taken for fit and healthy India Food content all home, live prepared and pure”
- “Oh my goddddd what a place Soo healthy food and tasty too”
- “Best peanut butter producers in the nation.”
- “Excellent food. Superb taste”
- “Both are dealing well... their initiative idea about Heath is really applaudable... Udit and his friend having nice behavior.... Go Ahead...”

CONCLUSION AND DISCUSSION

Healthysthan is a food and beverage delivery outlet that provides healthy and nutritious meals. Their meals are prepared with fresh ingredients and are free from preservatives and additives. They offer a wide variety of dishes, from vegan and vegetarian options to gluten-free and dairy-free options. Their meals are designed to provide balanced nutrition and are tailored to meet individual dietary needs. They also offer meal plans and catering services for special occasions. Their mission is to provide delicious and nutritious meals that are convenient and affordable. They strive to make healthy eating accessible to everyone.

HOTSTEP: WHERE FITNESS AND FUN GO HAND IN HAND

Dr. Shuchi Goel and Tushar Sharma

OVERVIEW OF THE COMPANY

Hotstep is an online dance platform providing quality dance education from the best in the industry. With Hotstep, there's no stress of finding a studio. Turn any space into Your Personal Dance Studio. Learn how to dance with Hotstep's live interactive classes, pre-recorded tutorials/ courses and participate in dance challenges. Offline dance workshops also happen in the cities.

Hotstep is an online platform for dancers, fitness enthusiasts and people who just want to have fun, with the objective of offering top class dance tutorials, live sessions and podcasts from various artists. It has both subscriptions based and free video tutorials.

Hot Step Dance Workout is a high-energy fitness program that combines dance movements with cardiovascular exercises. It is designed to provide an engaging and fun workout while incorporating dance elements and upbeat music. The classes typically involve choreographed routines inspired by various dance styles such as hip-hop, jazz, Latin, and more. The mission of Hot Step Dance is to inspire and empower individuals through the art of dance. We aim to provide a supportive and inclusive environment where dancers of all levels can develop their skills, express themselves creatively, and build confidence. Through our diverse range of dance classes, performances, and community engagement, we strive to promote the joy, discipline, and cultural appreciation that dance brings. Our mission is to foster a lifelong love of dance, encourage personal growth, and create memorable experiences for our dancers.

ABOUT THE FOUNDER

The brainchild behind Hotstep is Vinay Khandelwal. He is a choreographer, who turned into entrepreneur, and ended up building one of the biggest art performing communities. Khandelwal, himself is a fantastic dancer and has an experience of 15+ years in performing art and handling dance education and building a platform for artists.

Khandelwal was also featured in the Bollywood movie, street dancer 3D alongside famous Bollywood actor such as Varun Dhawan, Shraddha Kapoor and Nora Fatehi as well as was a part of the famous reality show named- So You Think You Can Dance and Dance +

CURRENT MARKET TRENDS

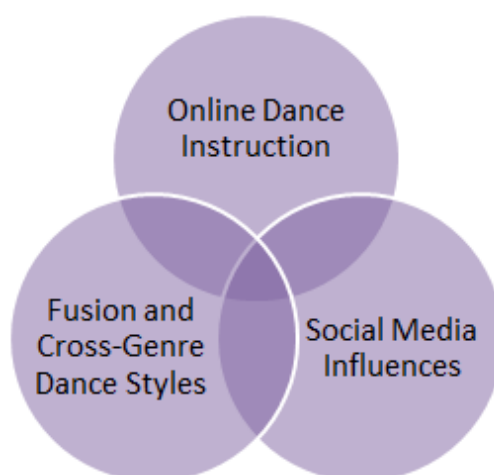
Here are some current market trends in the dance profession:

1. Online Dance Instruction: The COVID-19 pandemic has accelerated the shift towards online dance instruction. Many dancers and dance studios have embraced

virtual platforms to offer classes, workshops, and even live-streamed performances. Online dance instruction provides accessibility, convenience, and the ability to reach a broader audience.

2. **Fusion and Cross-Genre Dance Styles:** Dance styles that fuse multiple genres or blend cultural influences continue to gain popularity. Examples include contemporary fusion, hip-hop/contemporary fusion, and Latin-infused styles. Dancers are increasingly exploring diverse movement vocabularies and incorporating various styles into their choreography.
3. **Social Media Influences:** Social media platforms like Instagram, TikTok, and YouTube have become significant influencers in the dance world. Dancers often showcase their skills, share choreography, and build their personal brands through these platforms. Dance challenges, viral routines, and collaborations with popular influencers are prevalent trends.

Figure 1: Current Market Trends



Source: The Author

GROWTH STRATEGIES OF HOTSTEP

The company aims to make dance learning affordable and approachable. Their target is to make Hotstep the biggest marketplace for dance where all the dance teachers can connect with dance enthusiasts across the globe. In 2022, their biggest target will be to have Hotstep classes as a part of the curriculum at schools. They want to target the roots and help school kids get proper dance education and exposure. Since Hot Step dance is not a widely recognized or established dance style, there isn't a universally defined aim or purpose associated with it. However, in general, the aim of any dance style is to express creativity, emotion, and movement through choreography and performance. Dance can also be used for fitness, cultural expression, entertainment, storytelling, or personal enjoyment. If there is a specific context or community in which Hot Step dance is being practiced, the aim may vary based on the goals and intentions of the dancers involved.

CHALLENGES FACED BY THE COMPANY

Hotstep face several challenges that can impact their operations and growth. Here are some common challenges faced

- **Technical Infrastructure:** Online dance platforms require robust technical infrastructure to handle streaming, video playback, and user interactions. Ensuring smooth video streaming and minimizing latency can be challenging, especially when dealing with a large number of concurrent users.
- **Quality of Instruction:** Translating dance instruction to an online format can be difficult, as it may be challenging for instructors to convey certain nuances and corrections without physical presence. Maintaining the quality of instruction and ensuring students receive effective feedback is crucial for the success of the platform.
- **Engagement and Retention:** Online dance platforms need to keep users engaged to retain their interest and maintain active participation. Motivating users to practice regularly and providing a sense of community can be more challenging in a virtual environment compared to in-person dance classes.
- **Limited Interaction:** One of the key aspects of dancing is the social and interactive experience. Online platforms may struggle to replicate the sense of connection and camaraderie found in physical dance studios. Limited interaction between instructors and students, as well as between students themselves, can impact the overall experience.
- **Choreography Adaptation:** Certain dance styles and choreographies may need to be adapted to fit the constraints of online instruction. Complex formations, partnering work, and spatial awareness can be more challenging to teach and learn remotely.

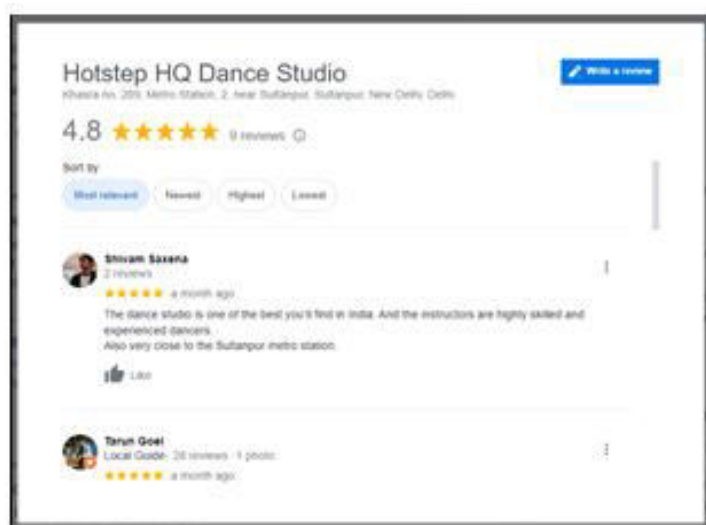
Figure 2: Challenges Faced By the Company



Source: The Author

CUSTOMER REVIEWS AND EXPERIENCE

Hot step has positive reviews from all its consumers and a rating of 4.8 stars out of 5 on google reviews:

Figure 3: Reviews of Hot Step

Source: <https://www.imdb.com/title/tt2626350/reviews>

- **Shivam Saxena:** The dance studio is one of the best you'll find in India. And the instructors are highly skilled and experienced dancers. Also very close to the Sultanpur metro station.
- **Lakshay chugh:** I discovered this studio recently and thank god that I did. It's a beautiful studio with wooden flooring with wonderful speakers and ample ventilation. Conveniently located near Sultanpur metro station.
- **Ravi Gupta:** Huge space and great vibe at the studio

CONCLUSION AND DISCUSSION

As the popular saying says: Dance first, Think later. It is the natural order and that is what Hotstep want to tell their users. It is great to improve your skills but do not forget to have fun.

In conclusion, Hotstep is an online dance platform providing quality dance education from the best in the industry. With Hotstep, there's no stress of finding a studio. Turn any space into Your Personal Dance Studio. Learn how to dance with Hotstep's live interactive classes, pre-recorded tutorials/ courses and participate in dance challenges. Offline dance workshops also happen in the cities. The company aim to make dance learning affordable and approachable. Their target is to make Hotstep the biggest marketplace for dance where all the dance teachers can connect with dance enthusiasts across the globe. In 2022, their biggest target will be to have Hotstep classes as a part of the curriculum at schools. They want to target the roots and help school kids get proper dance education and exposure. Hot step as a brand has engaged multiple customers and has a rating of 4.8 stars out of 5.

FITHOLIC: COMMIT TO BE FIT WITH FITHOLIC

Dr. Shalini Gautam and Tushar Sharma

OVERVIEW OF THE COMPANY

FitHolic is a D2C nutritional supplements brand and primarily focused on Sports Nutrition with transparency as a major USP. FitHolic is a company that focuses on promoting health, fitness, and overall well-being. With a passion for helping individuals lead active and balanced lifestyles, FitHolic offers a range of products, services, and resources to support people in their fitness journeys.

FitHolic's mission is to inspire and empower individuals to prioritize their health and make positive lifestyle choices. The company aims to provide accessible and effective solutions that cater to different fitness levels, goals, and preferences.

As a company, FitHolic may offer various products such as fitness equipment, workout apparel, nutritional supplements, and fitness accessories. They may also provide services like fitness coaching, personal training, online workout programs, or fitness classes.

FitHolic strives to create a community of like-minded individuals who share a commitment to health and fitness. This community aspect may involve online platforms, social media engagement, and support networks where individuals can connect, share their fitness journeys, and motivate each other.

ABOUT THE FOUNDER

Manish Harinand kaushik grew up in a very small village of Haryana, he was not very sure about his career path, he always believed in 'dreaming bigger' Manish harinand kaushik left his home after 12th and started preparing for govt. Jobs. But fortunately or unfortunately, he wasn't selected. It was not easy to start, as no one else has even though about a Start-up in his family or friends.

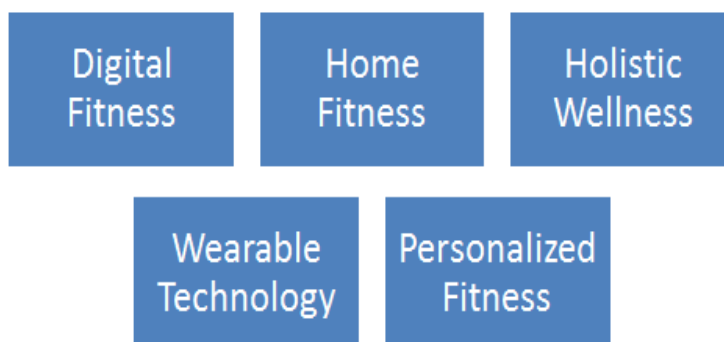
In 2019, Manish harinand kaushik started his career as a nutritionist he also trained people, athletes and got sponsored by different brands. During his career he released that Indian athletes are not getting the right quality of nutrition and most of the brands were hiring Bollywood celebrities and bodybuilders for endorsement. At same time there were very few focusing on quality but they were not affordable for athletes Once Manish harinand Kumar noticed this gap in the Market, He decided to begin his start-up and solve this problem. His elder brother, who is a soldier of the national army, helped him both financially and emotionally to begin his venture, as it wasn't easy to stand out in this 3900-million-dollar Market.

His parents were unsure about his long-term career even after doing his certification and seeing him training people.

After a few time everything changed when he started getting offers from big brands for collaboration and promotion

CURRENT MARKET TRENDS

1. **Digital Fitness:** The fitness industry has seen a significant shift towards digital platforms, especially with the rise of fitness apps, online workout programs, and virtual fitness classes. People are increasingly seeking convenience and flexibility in their fitness routines, and digital solutions provide them with accessibility to workouts, personalized training plans, and community support.
2. **Home Fitness:** With the COVID-19 pandemic, the demand for home fitness equipment and solutions skyrocketed. Many people have set up home gyms or invested in compact exercise equipment like resistance bands, dumbbells, and stationary bikes. This trend is likely to continue as people value the convenience, privacy, and cost-effectiveness of exercising at home.
3. **Wearable Technology:** Wearable fitness devices, such as smartwatches, fitness trackers, and heart rate monitors, have become popular among fitness enthusiasts. These devices offer features like activity tracking, heart rate monitoring, sleep analysis, and personalized feedback, empowering individuals to monitor and optimize their fitness levels.
4. **Holistic Wellness:** The fitness industry is increasingly embracing a holistic approach to wellness, focusing on mental health, stress reduction, and overall well-being. This includes incorporating practices like yoga, meditation, mindfulness, and wellness retreats into fitness routines. People are recognizing the importance of a balanced lifestyle that encompasses physical, mental, and emotional well-being.
5. **Personalized Fitness:** Personalization is a growing trend in the fitness industry, with individuals seeking tailored workout plans and nutrition advice based on their unique goals, preferences, and body types. Technology and data analysis enable fitness professionals to offer personalized recommendations, resulting in more effective and targeted fitness programs.

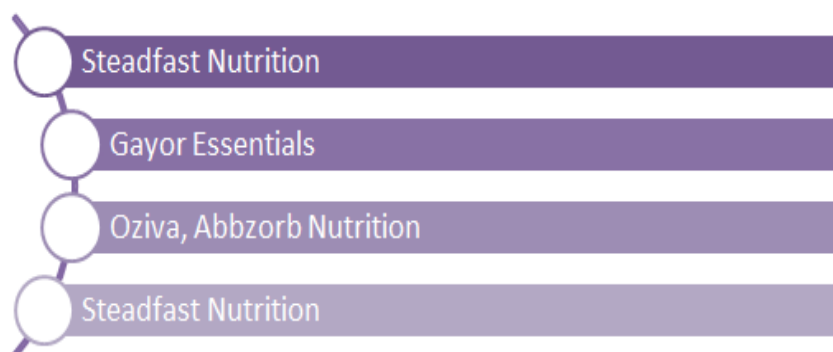
Figure 1: Current Market Trends

Source: The Author

GROWTH OF THE COMPANY

In terms of growth opportunities, Fit Holic can further capitalize on the rising popularity of fitness and wellness by expanding its product range and diversifying its offerings. This could include collaborations with fitness influencers, the introduction of new workout programs or classes, and partnerships with other wellness brands.

Fit Holic should also continue to prioritize customer education and engagement, providing valuable content and resources to empower customers in their fitness journey. By staying up-to-date with industry trends and incorporating customer feedback, Fit Holic can continue to meet evolving consumer demands and stay competitive in the market.

Figure 2: Competitors of Fitholic

Source: The Author

CHALLENGES BY THE COMPANY

There were 3 major problems in the Indian nutritional supplement market

1. Quality
2. Affordability (high prices)
3. Authenticity

Indian Nutritional supplements market was growing very fast for last 2,3 years and many international and national brands were taking entry in the market, but still there was a big gap in the market.

Indian sports nutrition market has been divided into 2 parts: Indian brands and International brands, people consider that international brands have better quality products than Indian brands, while most of these international brands are also getting manufactured in India itself.

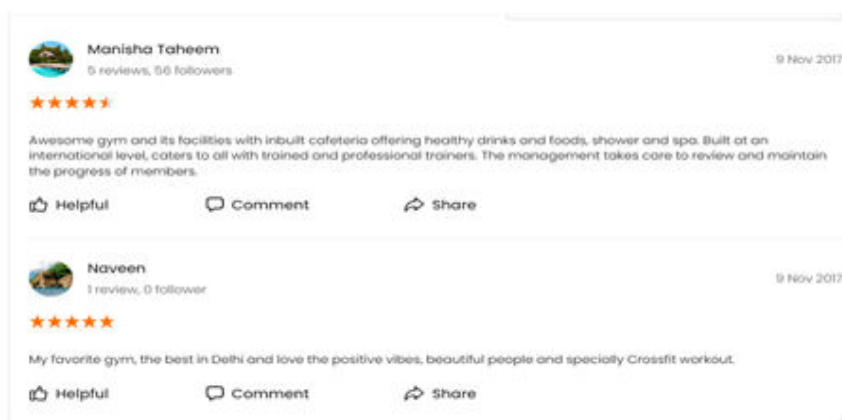
When it comes to sports then 70 to 80% athletes and sports persons belong to middle class families and still need a brand which can give them high quality supplements at fair prices. Almost every brand is claiming that they're giving high quality Nutrition at fair prices but when it comes to verification and lab analysis almost most of them disappoint customers with very inaccurate results and get fail in lab tests and analysis

CUSTOMER REVIEWS AND EXPERIENCE

FitHolic is the only brand in India that provides lab analysis to customers to assure that they are getting exactly what they are paying for, Fitholic has a rating of 4.9 out of 5 on google reviews, it has mostly positive reviews some of them are:

1. **Visas:** This product provides me all types of vitamins and antioxidants in the form of one tablet and really has good results. I was not able to get all my vitamins needs from my daily food so i prefer this product.
2. **Anindita Saha:** If you live in Behala area, then you must go and take a membership in this gym. All the trainers are amazing, if you are a female and hesitating to take membership in a unisex gym, then I must say go for this gym. The ambience is really good; I love this gym.
3. **Arindita dutta:** Fitholic is the best gym with a good number of equipment including rope and the instructors are very good.
4. **Shree Sajal:** Best gym and best trainer mostly rahul...awesome behaviour...good job zumba is great ...really it`s work tips like diet chart...thanks to Rahul

Figure 3: Reviews of Fitholic



Source: The Author

CONCLUSION AND DISCUSSION

Fit Holic is a fitness and wellness brand that has several key strengths and opportunities for growth. The brand offers a range of products and services tailored to meet the needs of health-conscious individuals. Fit Holic's commitment to quality, customer satisfaction, and innovation has helped it establish a strong reputation in the market.

Fit Holic's emphasis on providing holistic solutions, including fitness equipment, nutrition supplements, and wellness programs, positions it well to cater to the growing demand for a comprehensive approach to health and wellness.

The brand's online presence and e-commerce platform have enabled it to reach a wide customer base and expand its market reach beyond traditional brick-and-mortar stores. Fit Holic's online community and social media engagement have also fostered a sense of community and support among its customers. In conclusion, Fit Holic is well-positioned to capitalize on the growing fitness and wellness industry. With its strong brand reputation, commitment to quality, and focus on holistic solutions, Fit Holic has the potential for continued success and expansion in the future.

THE BOMBAY FITNESS COMPANY: EARN YOUR SWEAT EQUITY BY LIFTING

Dr. Rashmi Chawla and Tushar Sharma

OVERVIEW OF THE COMPANY

Bombay Fitness in Mumbai is one of the leading businesses in the fitness centers.

Established in the year 2018, Bombay Fitness in Vikhroli East, Mumbai is a top player in the category Fitness centers in the Mumbai. This well-known establishment acts as a one-stop destination servicing customers both local and forms other parts of Mumbai. Over the course of its journey, this business has established a firm foothold in its industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day.

This business employs individual that are dedicated towards their perspective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future this business aims to expand its lines of products and services and cater to a larger client base

It is known to provide top services in the following categories: Gyms, Women Gyms, Fitness centre, Personal Gym Trainings, Weight lifting Centers, Weight loss Centres, Unisex Gyms, Mens Gym and so on.

ABOUT THE FOUNDER

Hardik Atul Bavishi is a UGC JRF Ph. D scholar at B.K. School of Business Management, Gujarat University, Ahmedabad; pursuing his research on the mechanism, prospects and problems associated with cashless economy. He was the college topper in his MBA and acquired gold medal during his PGDM and has a teaching experience of 6 years.

Atul, has published various papers on management related topics and has also received the best paper award for one of his paper in an international conference at Gujarat Technological University.

Currently, apart from undertaking his research he teaches subjects like Economics for Managers, Business Research Methods and Banking & Insurance to MBA and PGDBM students at B. K. School of Business Management.

CURRENT MARKET TRENDS

1. Exercising Outdoor: he lockdown literally locked us down into our homes and with nowhere to go, people had no options but to access the surroundings. Dog owners were especially at this standstill where they could do nothing but take their dogs out

for a walk, having a nice small workout session. The trend has picked up ever since and despite gyms reopening and people heading back to them, the outdoor workout as an option has not lost popularity

2. Virtual Workouts (With a hybrid option): A workout can be performed from anywhere, at any time. As the Covid-19 pandemic led us towards these forms of exercise, they are nowhere to stay. Gyms are now offering hybrid options where Zoom call workouts are becoming increasingly popular. Hybrid workout options are extremely convenient and allow people to go to the gym three days a week and stay at home and work out from their basements or living rooms without much hassle.
3. Inclusive Fitness Apps: Fitness apps have long been in existence and have been used by people for quite a while now. However, they have now gained popularity and become a part of exercise routines like never before. A lack of inclusivity in these apps in terms of body size or the definition of a workout led to people complaining about these apps but now, a larger trend of inclusivity and body positivity has been observed in these apps and it is leading to a new trend that will be further popularized in the upcoming year.
4. Women-only gyms: Most women would agree to have dreamt of being at one of these. The regular gym can be troublesome and end up making women conscious. Not to mention the unsolicited advice, ogling and corrections in form by every other man present in the gym. The best way out is women-only gyms where we feel free of any vigilance-good or bad and can freely workout wearing what we wish to.

Figure 1: Current Market Trends



Source: The Author

GROWTH OF THE COMPANY

The growth strategy employed by Bombay Fitness Gym could include the following key elements:

- **Targeted Marketing:** Focusing on specific demographics and market segments to tailor marketing efforts and reach the desired audience effectively. This could involve using digital marketing channels, social media platforms, and targeted advertising campaigns.
- **Customer Retention and Referral Programs:** Implementing strategies to encourage existing customers to continue their membership and refer new customers. This could involve offering loyalty rewards, discounts, special promotions, or incentives for referrals.
- **Diversification of Services:** Expanding the range of services offered to attract a broader customer base. This might include introducing new fitness classes, personal training programs, specialized workout regimes, or wellness services like nutrition counseling or spa facilities.
- **Partnerships and Collaborations:** Forming strategic partnerships with complementary businesses or influencers to enhance brand exposure and attract new customers. This could involve collaborating with fitness apparel brands, nutrition supplement companies, or local health professionals.

Figure 2: Competitors of The Bombay Fitness



Source: The Author

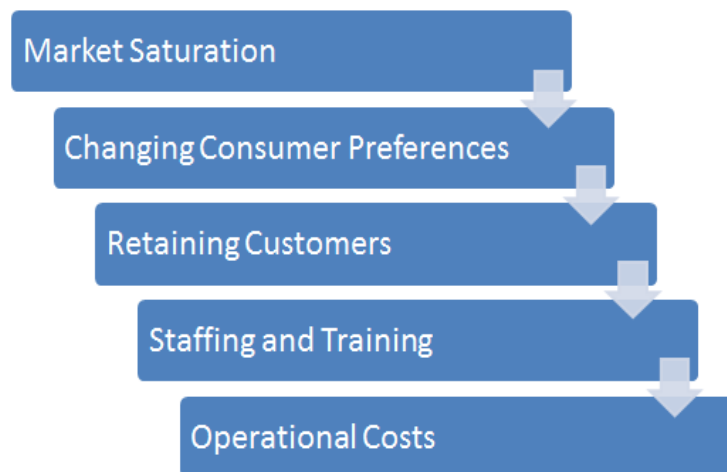
CHALLENGES FACED BY THE COMPANY

The Bombay Fitness company faces several challenges in the industry. Here are some common challenges that they may encounter:

1. **Market Saturation:** The fitness industry can be highly competitive, with numerous fitness companies vying for customers' attention. This market saturation makes it challenging for companies to differentiate themselves and attract and retain customers.

2. **Changing Consumer Preferences:** Consumer preferences and trends in the fitness industry can shift rapidly. Fitness companies need to stay up-to-date with the latest trends, such as new workout styles, technology integration, or wellness programs, to meet customer demands effectively.
3. **Retaining Customers:** Retaining customers is crucial for the long-term success of fitness companies. High attrition rates can be a challenge, as customers may lose motivation or find alternative fitness options. Companies must focus on providing exceptional experiences, personalized services, and ongoing engagement to keep customers satisfied and loyal.
4. **Staffing and Training:** Hiring and retaining qualified fitness professionals can be a challenge. Companies need to find skilled trainers, instructors, and support staff who align with their values and deliver high-quality services. Ongoing training and professional development are also essential to ensure the staff is knowledgeable and up-to-date with industry practices.
5. **Operational Costs:** Fitness companies often face significant operational costs, including rent, equipment maintenance, utilities, and staffing expenses. Managing and optimizing these costs while maintaining profitability can be challenging, especially for smaller or newer companies.

Figure 3: Challenges Faced



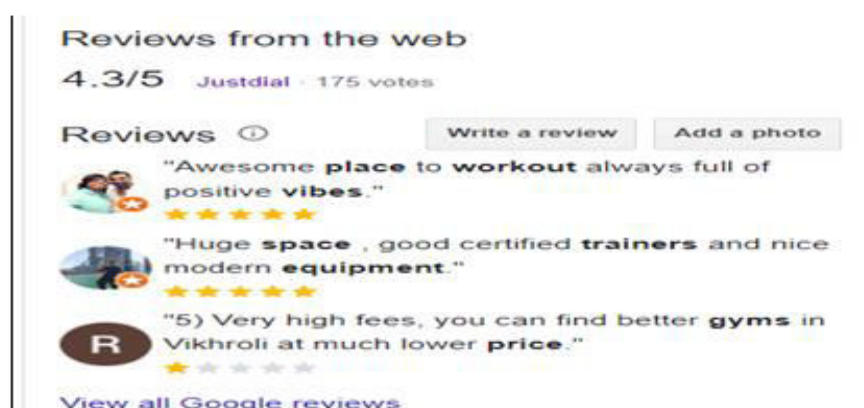
Source: The Author

CUSTOMER REVIEWS AND EXPERIENCE

The Bombay Fitness is spread over 10,000 sq ft commercial place gives you JERAI machines with their committed services, crossfit, steam, lockers and many more, The Bombay Fitness has a rating of 4.35 out of 5 on just dial, it has mostly positive reviews some of them are:

1. **Haritik Rajbhar:** Best gym in Vikhroli quality crowd & Management and first ever gym to introduce Cross-fit zone & many more things.
2. **Omaan Malik:** Must visit great experience one of the biggest gym in Vikhroli. All equipments from official Jerrai fitness. Certified trainers and great team
3. **Supafit Ameya:** The best gym in Vikhroli, I did my entire national bodybuilding championship prep here and the staff, trainers are genuinely helpful, and that's how I secured a win. Even the equipments and ambience on point. Hands down. Highly recommended.
4. **Suraj Shetty:** I am already a part of this gym and feels so good to work out here (as neon colour is my fav: P) with all new equipments and supportive staff members/trainers. So don't hesitate and start your fitness with the best in class gym #bombayfitness.

Figure 4: Reviews of the Bombay Fitness Company



Source: [https://www.google.com/search?](https://www.google.com/search?q=bombay+fitness+gym+reviews&rlz=1C1CHBF_enIN859IN859&sxsrf)

[q=bombay+fitness+gym+reviews&rlz=1C1CHBF_enIN859IN859&sxsrf](https://www.google.com/search?q=bombay+fitness+gym+reviews&rlz=1C1CHBF_enIN859IN859&sxsrf)

CONCLUSION & DISCUSSION

In conclusion, Bombay Fitness Gym employs a comprehensive growth strategy to drive its success in the fitness industry. By combining targeted marketing, customer retention programs, diversification of services, partnerships, technology integration, expansion efforts, excellent customer service, and community engagement, Bombay Fitness Gym aims to attract new customers, retain existing ones, and establish a strong brand presence.

The gym focuses on understanding its target audience and tailoring its marketing efforts accordingly, leveraging digital channels and targeted advertising campaigns. It also emphasizes customer retention through loyalty rewards, referral programs, and offering a range of services to cater to different fitness needs. By partnering with relevant businesses and influencers, Bombay Fitness Gym enhances its brand exposure and attracts new customers.

CLUB FIT: GET STRONGER WITH CERTIFIED FITNESS & SPORTS COACHES

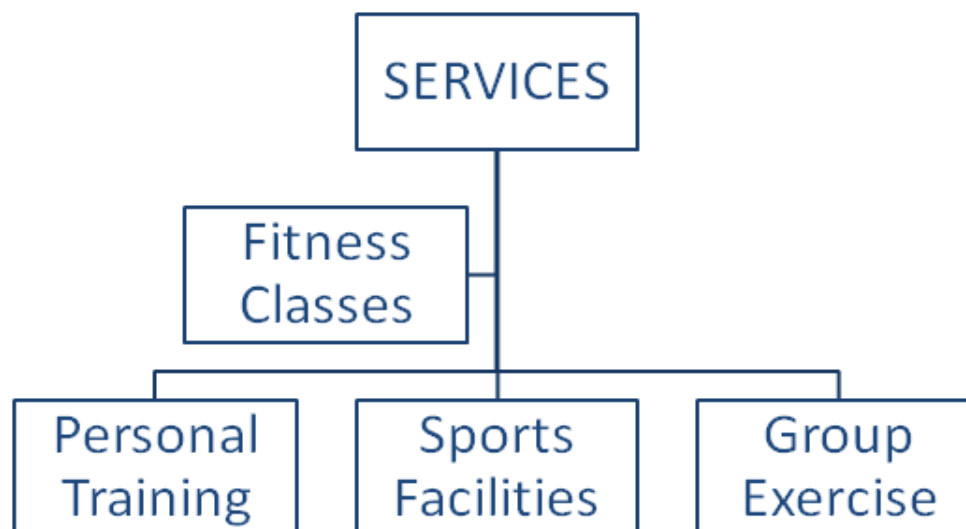
Dr. Pooja Sharma and Tushar Sharma

OVERVIEW OF THE COMPANY

Clubfit, is a fitness brand, which was established primarily in United States, Club Fit offers a wide range of amenities and services, including fitness classes, personal training, swimming pools, tennis courts, indoor tracks, and more. It is a popular destination for individuals and families looking to engage in various fitness activities and lead a healthy lifestyle. Club Fit's mission is to enhance the quality of life for its members by providing exceptional fitness and wellness services in a welcoming and supportive environment. They strive to create a community that promotes physical activity, personal growth, and overall well-being. Club Fit aims to inspire and empower its members to achieve their health and fitness goals, while also fostering connections and a sense of belonging within the club. Additionally, they often prioritize community involvement and actively contribute to the local area through various initiatives and partnerships.

Club Fit offers a wide range of services to its members. Some of the common services provided by Club Fit include:

1. **Fitness Classes:** Club Fit offers a variety of fitness classes, including yoga, Pilates, spinning, Zumba, cardio workouts, strength training, and more.
2. **Personal Training:** They have certified personal trainers who provide individualized workout programs and guidance to help members achieve their fitness goals.
3. **Sports Facilities:** Club Fit has sports facilities such as swimming pools, tennis courts, basketball courts, racquetball courts, and squash courts for members to enjoy.
4. **Group Exercise:** In addition to fitness classes, Club Fit also offers group exercise programs that focus on specific goals or interests, such as boot camps, weight loss programs, and functional training.
5. **Childcare:** They provide childcare services for members, allowing parents to focus on their workouts while their children are supervised and engaged in age-appropriate activities.

Figure 1: Services by Club Fit

Source: The Author

ABOUT THE FOUNDER

The brainchild behind ClubFit is Dr. Prakash Chandra Swain. He is Currently an assistant professor in the school of management. Chandra, completed his PhD from the School of Commerce and Management from Ravenshaw University, Odisha. He also completed his M. Com and Mphil from Ravenshaw University, Odisha. Dr. Swain is also a life member of All India Commerce Association, All India Accounting Association and All Odisha Commerce Association. He was a brilliant student throughout his academic career and is an excellent teacher in the field of Accounting, Finance, and Taxation. He has published many research article in journal of national and international repute. He has administrative teaching experience as Principal from Asian School of Management, Bantala, and Khurda for a period of 1 year and 2 months.

CURRENT MARKET TRENDS

1. **Digital Fitness:** The rise of technology and digital platforms has led to an increased demand for online fitness programs, virtual classes, and fitness apps. This trend was further accelerated by the COVID-19 pandemic, as people sought alternatives to in-person workouts.
2. **Home Fitness Equipment:** With the popularity of digital fitness, there has been a surge in the sales of home fitness equipment. Consumers are investing in items like treadmills, stationary bikes, dumbbells, and resistance bands to create their own workout spaces at home.
3. **Personalized and Data-Driven Fitness:** Individuals are seeking personalized fitness experiences tailored to their specific goals and preferences. Fitness trackers, wearable devices, and apps that track and analyze workout data have gained

popularity, allowing users to monitor their progress and make informed decisions about their training.

4. **Functional Training:** Functional training, which focuses on exercises that mimic real-life movements, has gained traction. It emphasizes strength, flexibility, balance, and coordination to improve overall functional fitness and performance in daily activities.
5. **Group Training and Community-Based Workouts:** Group fitness classes and community-based workouts continue to be popular. They offer social interaction, motivation, and a sense of belonging, with options such as HIIT (High-Intensity Interval Training), boot camps, CrossFit, and dance-based workouts.

Figure 2: Current Market Trends



Source: The Author

GROWTH OF THE COMPANY

The growth and success of Club Fit can be attributed to their dedication to member satisfaction, continuous innovation, and adapting to the changing needs and trends in the fitness industry. By consistently providing high-quality facilities, a diverse range of programs, and exceptional customer service, Club Fit has established itself as a well-respected and popular fitness destination all around the country.

Figure 1: Bar graph of percentage of people in different fitness forms

Source:

https://cdn.shopify.com/s/files/1/0534/2583/2130/files/30_intresting_fitness_stats_3.jpg?v=1663362912

As seen above in the graphs, percentage of people in different fitness forms. With passing time people are opting for a healthy lifestyle, physical and mental well being. When we enter into fitness, we get to know how wide fitness as a platform is it includes multiple activities like yoga, crossfit, aerobics, pilates etc. This graph indicated the percentage of people involved in varied forms of physical fitness.

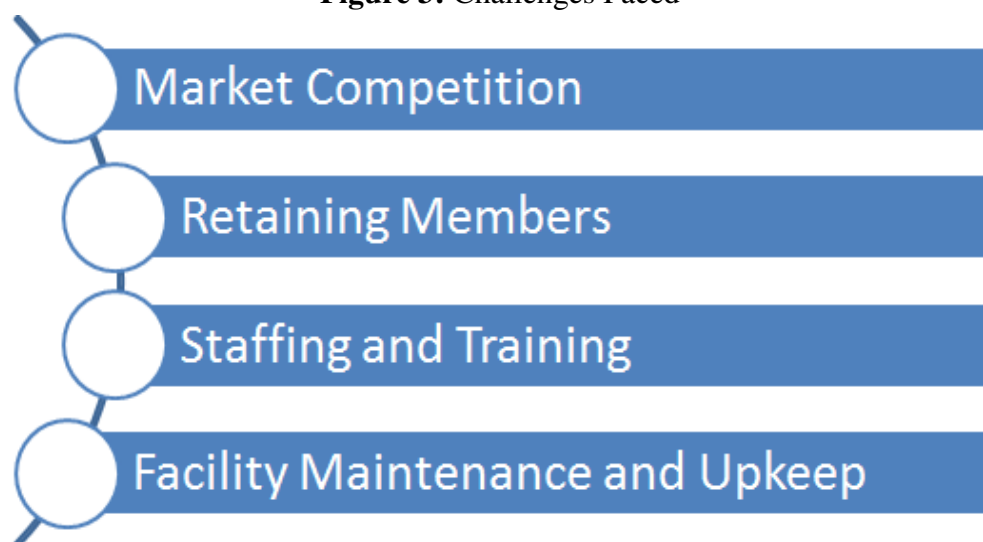
CHALLENGES FACED BY THE COMPANY

Club Fit may face several challenges in its operations. Some of these challenges include:

1. **Market Competition:** The fitness industry is highly competitive, with numerous gyms, fitness centers, and wellness facilities vying for customers. Club Fit must differentiate itself and offer unique services or amenities to attract and retain members.
2. **Retaining Members:** Member retention is crucial for the success of a fitness club. Keeping members engaged and motivated to continue their memberships can be challenging. Club Fit needs to provide a variety of programs, classes, and activities that cater to different fitness levels and interests.
3. **Staffing and Training:** Hiring and retaining qualified fitness instructors, trainers, and staff is essential for delivering high-quality services. Club Fit must invest in ongoing training and development to ensure that its team is knowledgeable and capable of meeting member needs.

4. **Facility Maintenance and Upkeep:** Maintaining a clean and well-maintained facility requires regular attention and investment. Equipment repairs, facility renovations, and general maintenance can be costly and time-consuming for Club Fit.

Figure 3: Challenges Faced

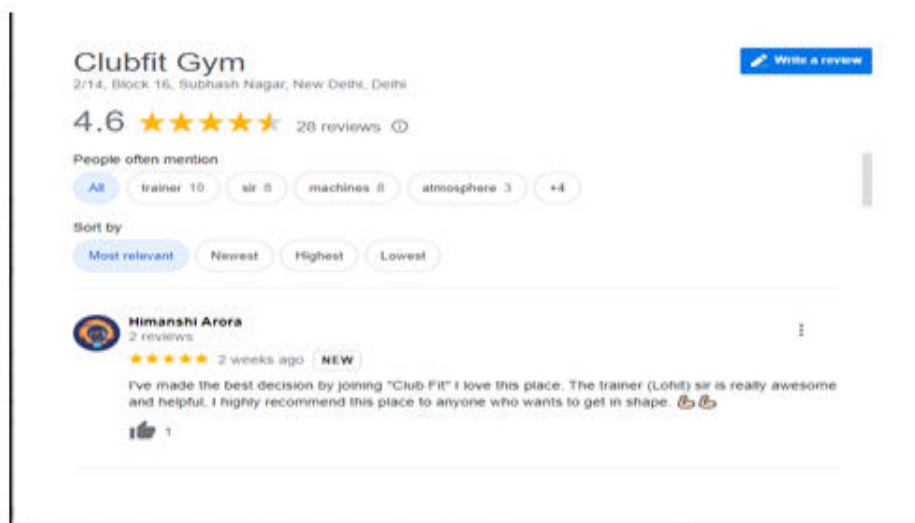


Source: The Author

CUSTOMER REVIEWS

Clubfit is a fitness brand and it has a mix of positive and negative reviews and has a rating of 4.6 stars out of 5 on google such as:

- **Himanshi arora:** I've made the best decision by joining "Club Fit" I love this place. The trainer (Lohit) sir is really awesome and helpful, I highly recommend this place to anyone who wants to get in sha
- **Gandhi traders:** Excellent and experienced trainers. New generation machines. Neat and clean workout area. I recommend all of you to join this gym.... □□
- **Sanjay Batra:** This is fantastic gym; all the trainers are super nice. I really like how they give me tips and tricks to get the most out of every workout.
- **Ashish Batra:** Extremely happy with the machines used of top equipment brand. Best gym near me with great energy all the time.

Figure 4: Reviews of Clubfit

Source: <https://www.glassdoor.co.in/Reviews/Club-Fit-Reviews-E274064.htm>

CONCLUSION AND DISCUSSION

Clubfit offer a turnkey solution for gyms, health clubs, leisure centers and other fitness clubs by managing payments, reporting, access control, marketing, statistical analytics, Point of Sale and much more. In summary, they take pride in their ability to support individuals of all fitness levels, from beginners to elite athletes, from young to old. With their focus on keeping their programming fresh and new, they strive to make every visit to their club an enjoyable and memorable experience for their members.

DIET CLINIC: INDIA'S ONLY PLATFORM THAT HELPS ONE TO GETTING SLIM, HEALTHY AND WELL PROPORTIONAE BODY THROUGH SCIENTIFIC PROVEN AND EFFECTIVE DIET PROGRAME

Dr. Navya Jain and Tushar Sharma

OVERVIEW OF THE COMPANY

Diet Clinic is an Indian-based platform that offers personalized diet and nutrition services. It aims to help individuals achieve their health and weight management goals through scientifically proven and effective diet programs

HERE ARE SOME KEY FEATURES AND OFFERINGS OF THE DIET CLINIC ONLINE PLATFORM

- **Personalized Diet Plans:** The platform provides personalized diet plans tailored to individual needs, taking into account factors such as age, gender, medical history, lifestyle, and dietary preferences.
- **Online Consultations:** Users can avail themselves of online consultations with experienced dietitians or nutritionists. These consultations may involve discussing health goals, dietary habits, and receiving expert guidance on making positive changes.
- **Meal Tracking and Progress Monitoring:** The platform may offer tools or features to track meals, monitor progress, and maintain a record of food intake, helping individuals stay accountable to their dietary goals.
- **Expert Guidance and Support:** Users can expect expert guidance and support from registered dietitians or nutritionists who can address their concerns, provide recommendations, and offer ongoing support throughout their journey.
- **Customized Programs:** Diet Clinic may offer specialized programs for various health goals, such as weight loss, weight gain, managing medical conditions, or improving overall health and well-being.
- **Educational Resources:** The platform may provide educational resources, including articles, blogs, recipes, and tips on nutrition, healthy eating, and lifestyle choices.

Figure 1: Services by Diet Clinic

Source: The Author

ABOUT THE FOUNDER

Sheela Sehrawat is a renowned nutritionist and founder of the Diet Clinic chain in India. With over 20 years of experience in the field of nutrition and dietetics, Sheela Sehrawat has gained popularity for her expertise in weight management, lifestyle disorders, and overall well-being.

Sheela Sehrawat has been actively involved in promoting healthy eating habits and providing personalized diet plans to individuals seeking to achieve their health goals. She is known for her scientific approach and evidence-based strategies in designing effective diet programs.

As the founder of Diet Clinic, Sheela Sehrawat has expanded her services through both physical clinics and an online platform, allowing individuals to access personalized diet consultations, meal plans, and guidance from registered dietitians and nutritionists.

It's important to note that while Sheela Sehrawat is a well-known figure in the field of nutrition and dietetics, individual experiences and results may vary. If you are considering seeking her services or visiting a Diet Clinic, it's advisable to do thorough research, read reviews, and consult with healthcare professionals to determine if it aligns with your specific needs and goals.

CURRENT MARKET TRENDS

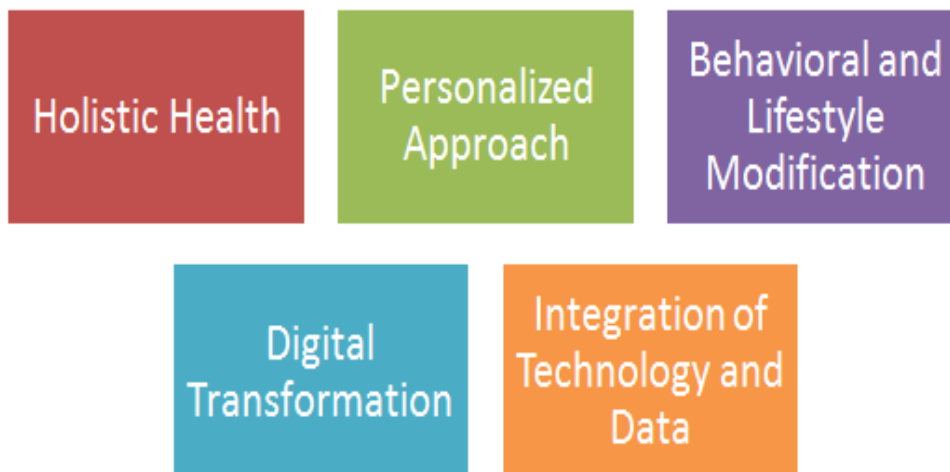
There are some general market trends in the diet clinic industry. Please note that these trends may have evolved or changed since then:

1. **Personalized Approach:** There has been an increasing focus on personalized diet plans and programs that cater to the unique needs and preferences of individuals. Diet clinics are emphasizing the importance of customization based on factors such as age, gender, medical conditions, lifestyle, and dietary restrictions.
2. **Holistic Health:** Many diet clinics are expanding their services to address not just weight management but also overall health and well-being. They offer

comprehensive programs that consider various aspects of health, including mental health, stress management, sleep, and physical activity.

3. **Digital Transformation:** The integration of technology and digital platforms has become more prevalent in the diet clinic industry. Online platforms and mobile applications offer virtual consultations, personalized meal planning, progress tracking, and convenient access to dietitians or nutritionists.
4. **Behavioral and Lifestyle Modification:** Recognizing the importance of sustainable behavior change, diet clinics are incorporating behavioral counseling and lifestyle modification techniques. They focus not only on diet but also on helping individuals develop long-term healthy habits and positive relationships with food.
5. **Integration of Technology and Data:** Diet clinics are increasingly using technology to collect and analyze data, including body composition analysis, nutritional tracking, and monitoring progress. This data-driven approach allows for better assessment and customization of diet plans.

Figure 2: Current Market Trends



Source: The Author

GROWTH OF THE COMPANY

The growth strategy employed by Diet Clinic may include the following key elements:

- **Brand Building:** Investing in brand building activities to create awareness and establish a strong reputation in the market. This may involve targeted marketing campaigns, online presence, social media engagement, and public relations efforts.
- **Diverse Service Offerings:** Expanding the range of services offered to cater to different customer needs. This could include personalized diet plans, weight management programs, specialized nutrition counseling, meal delivery services, corporate wellness programs, and online consultations.

- **Strategic Partnerships:** Collaborating with relevant businesses and professionals in the health and wellness industry to extend the reach and enhance service offerings. This could involve partnering with fitness centers, healthcare providers, food delivery services, or wellness influencers.
- **Technology Integration:** Leveraging technology solutions to improve efficiency, reach a wider audience, and enhance the customer experience. This might include developing a user-friendly website, mobile apps for easy access, online consultation platforms, or virtual support groups.

CHALLENGES FACED BY THE COMPANY

Running a diet clinic can come with its fair share of challenges. Some common challenges faced by diet clinics include:

- **Competition:** The diet and nutrition industry can be highly competitive, with many clinics and professionals vying for clients. Standing out and attracting and retaining clients in a saturated market can be a challenge.
- **Client Compliance:** Ensuring client compliance with recommended diet plans can be difficult. Clients may struggle to adhere to dietary guidelines due to various reasons such as lack of motivation, lifestyle factors, emotional eating, or difficulty in breaking old habits.
- **Individualized Approach:** Each client has unique needs, preferences, and goals. Providing personalized diet plans and catering to individual requirements can be time-consuming and challenging for diet clinics, especially when dealing with a large client base.
- **Changing Trends and Research:** The field of nutrition and dietetics is constantly evolving, with new research and trends emerging. Diet clinics need to stay updated on the latest scientific findings and industry trends to provide evidence-based advice and services to their clients.
- **Accountability and Follow-up:** Ensuring regular client follow-up and accountability can be a challenge. Diet clinics need to establish effective systems to track progress, provide ongoing support, and keep clients engaged throughout their journey.
- **Emotional and Psychological Factors:** Many individuals seeking the services of a diet clinic may have underlying emotional and psychological factors contributing to their eating habits. Addressing these factors and providing emotional support alongside dietary guidance can be a challenge.

Figure 3: Challenges Faced Diet Clinic

Source: The Author

CUSTOMER REVIEWS

Diet Clinic provides unique, professionally supervised, effective weight Loss & Therapeutic Diets programs to its clients. It has a rating of 4.9 stars out of 5; It also has reviews mostly positive such as:

- **Paresh:** I found the answers provided by the Diet Clinic to be very helpful. very helpful
- **Sampath Kumar:** Diet Clinic provides answers that are very helpful. Good
- **Janardhan:** Diet Clinic provides answers that are very helpful and knowledgeable. Satisfied. Thanks
- **Vikram Prajapati:** Diet Clinic provides answers that are nurturing. Nice
- **Apurba:** Diet Clinic provides answers that are very helpful. Very helpful

CONCLUSION AND DISCUSSION

In conclusion, Diet Clinic implements a well-rounded growth strategy to establish itself as a reputable and leading provider of nutrition and wellness services. By focusing on brand building, diversifying service offerings, forming strategic partnerships, integrating technology, expanding geographically, leveraging client referrals, emphasizing continuous education, and prioritizing customer relationship management, Diet Clinic aims to attract new clients, retain existing ones, and foster a positive reputation in the industry.

The clinic invests in brand building activities to increase awareness and visibility, utilizing targeted marketing campaigns, online platforms, and social media engagement. By expanding its service offerings to cater to diverse customer needs, such as personalized diet plans, weight management programs, and online consultations, Diet Clinic aims to provide comprehensive solutions that meet individual requirements.

FIT FLEA: ENDEAVOUR'S TO HELP EVERY INDIAN STAY FIT AND HEALTHY BY PROVIDING THEM WITH CREDIBLE AND RELIABLE FITNESS INFORMATION AND SOLUTIONS

Ms. Shirly Rex and Parul Bakshi

INTRODUCTION

Home Delivery through Fitness The FitFleas app combines cutting edge technology with fitness to provide you with the finest possible workout. Everything is made available on your smartphone, from arranging a fitness session to creating a daily nutrition plan.

OVERVIEW

They support making fitness accessible and inexpensive. Personal training shouldn't be considered a luxury; rather, staying in shape should be as simple and inexpensive as ordering a cab or a movie ticket online. To provide our clients with the best exercise experience, they combine cutting-edge technology and fitness to keep people in shape.

Everything is offered on our mobile app, which is available on both Android and iOS, starting with arranging a workout session and ending with a daily meal plan.

They are the proud innovators who made exercise accessible by providing five services—a fitness trainer, a yoga instructor, a kickboxing instructor, a dietitian, and a physiotherapist—for the price of one, and all at your door.

THE FITFLEA APP'S MAIN FEATURES ARE LISTED BELOW

My data: Be knowledgeable on all aspects of your doorstep plan, including Your profile as a personal trainer Your participation Total number of available, finished, and remaining sessions

Plan or reschedule your appointment: Easy methods for home exercise! Book your workouts for the days and times that work best for you.

Find a diet plan: Get individualised food plans created with your fitness objective in mind. Get access to 24/7 counselling and diet advice as well.

Schedule a yoga class: Plan yoga practises at home to relax your body and mind.

Schedule a physiotherapy appointment to receive complete pain management options for prompt relief.

Schedule a kickboxing class: To get a vigorous exercise, schedule a kickboxing session.

Ask lifestyle coach Tarun. Tarun Gill, FitFlea's lifestyle coach and transformation specialist, can provide answers to all kinds of questions on nutrition, supplementation, muscle growth, and overall well-being.

With the FitFlea app from FitFlea.com, which brings exercise to your door, you can now remain in touch with a healthier you even when you're on the go.

CUSTOMER SERVICES

Figure 1: Range of Services



TWLA Weight Loss Plan, Weight Loss Plan, Six Pack Abs Plan, Personal Fitness Trainer, TWLA Fat Loss Plan, and TWLA Wedding Preparation Plan are just a few of the services offered by this service provider.

GENESIS TO GROWTH OF THE ORGANISATION

The company is following the strategy of fit India movement. The details of which are given below.

In order to incorporate fitness into every aspect of our everyday life, the Honourable Prime Minister inaugurated the FIT INDIA Movement on August 29, 2019. The Movement's goal is to influence people's behaviours and encourage them to live more physically active lifestyles. Fit India proposes to launch numerous projects and hold events to accomplish the following goals as part of its mission:

- To promote fitness as simple, enjoyable, and cost-free.
- To employ targeted efforts to raise awareness of fitness and the many physical activities that does so.
- To promote native sports.
- To provide fitness to every school, university, panchayat, and hamlet, among other places.

- To establish a forum for Indian citizens to exchange knowledge, raise awareness, and promote the sharing of their own fitness-related experiences.

CONCLUSION AND DISCUSSION

FitFlea is an expanding marketplace for health and fitness in India where you can find a variety of offers, programmers, and advice. FitFlea is also a growing local directory and search engine where you can look for nearby gyms, physiotherapists, dietitians, and fitness trainers.

SUPPLY 6: EAT CLEAN FEEL GREAT

Ms. Pooja Tripathi and Parul Bakshi

INTRODUCTION

The goal of Supply6 is to address the issue of those who lead busy lives and those who are constantly on the go having access to nutrients. It accomplishes this by creating nutrient-dense food items in incredibly practical forms that can be enjoyed whenever and wherever. Supply6 provides a variety of healthy meals, snacks, and functional foods in creative formats that people may consume whenever and wherever they want. The Supply6 Drinkable Meal, which is vegan, functional, and nutritionally complete, is the company's flagship product.

OVERVIEW OF THE COMPANY

In less than 30 seconds, it delivers 25% of the nutrients needed each day. Supply6 wants to make nutrition available to people who are constantly on the go. Supply6 refers to providing the body with the six basic nutrients it needs each day to maintain a healthy lifestyle. What sets them apart: Every Supply6 product is the healthiest when it comes to the Nutrition profile, whereas the majority of Healthy foods on the market are deficient in some essential elements and contain added sugar. Each Supply6 Meal may keep a person satisfied for around three to four hours, making it a fantastic substitute for traditional meals. It can be eaten for breakfast, lunch, or dinner.

The company is dealing in industries of fitness, health care and wellness. It is headquartered in Asia Pacific regions. The founders of the company are Rahul Jacob and Vaibhav Bhandari.

CUSTOMER SERVICES AND REVIEWS

Supply6 provides a variety of healthy meals, snacks, and functional foods in creative formats that people may consume whenever and wherever they want. The Supply6 Drinkable Meal, which is vegan, functional, and nutritionally complete, is the company's flagship product. In less than 30 seconds, it delivers 25% of the recommended daily intake of nutrients.

“It’s very strange that the bottle cap blown off and the liquid spread over the roof and in the room”

“Only if supply six could somehow make it tasty. Because even after Hershey's syrup, vanilla ice cream and what not, it tastes like nothing, and feels like I'm kinda drinking something unpleasant. I like everything else about the product, nutritional value, price, packaging, and would keep buying it even if they don't work on the flavour. But, I really wish, Supply 6 figures out something.”

” Hello, there. I'm not related to supply 6 but I want to share honest review.

Supply 6 has all the nutrition that you need in a single meal and it is perfect for healthy lifestyle and weight gain or loss depending on your requirement.

The taste is great for me and if you only want taste please eats pizzas and burgers. It is only for people looking to follow a healthy diet for healthy lifestyle.

Thanks.”

“Probably the best tasting and best mixing shake i have tried.

If you are on a low carb diet, this is not for you.

If you like super sweet shakes, this is not for you.

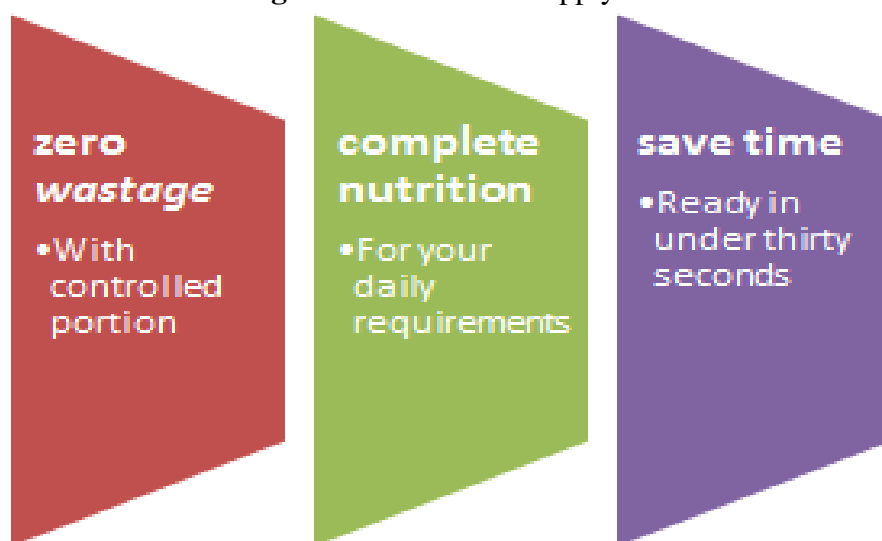
If you want to mix this with a protein shake for a high protein medium carb shake, this is for you.

The guys at the company are cool too.

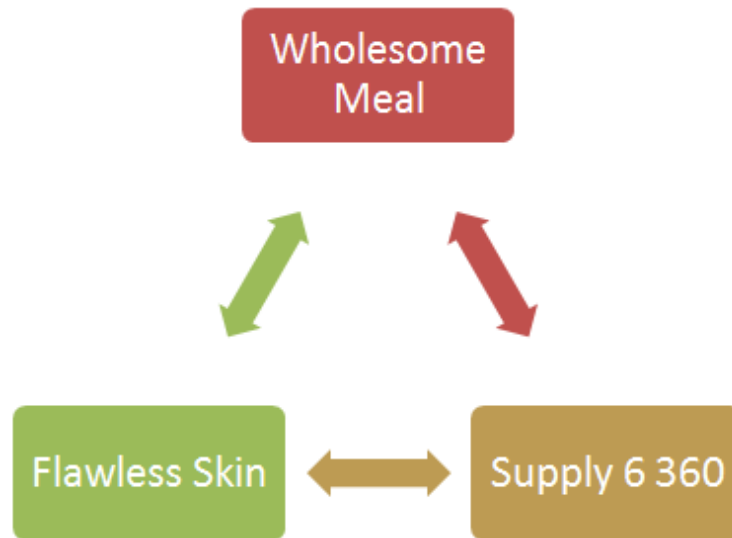
Their protein shakes are great as well.

I hope they launch more products like this geared towards, high protein meals and keto meals to cater to all different types of people.”

Figure 1: Benefits of Supply Six



The company provides a lot of benefits to its customers to satisfy them with the best they can do to their customers. The benefits of the organization are given in the above figure as we can see from that the company is also working towards the betterment of environment as well.

Figure 2: Range of Products**ABOUT THE FOUNDERS**

CEO Vaibhav Bhandari Following the funding event, he expressed his opinions and future objectives: "Making healthful nutrition accessible and enjoyable has always been the underlying concept of all we do at Supply6. The Supply6 Drinkable Meal has made significant progress in addressing the nutrient deficiency brought on by routinely skipping meals. The focus of our upcoming phase will be on identifying further dietary lifestyle gaps and offering category-first products to solve them.

Products from Supply6 are now sold on their own website, www.supplysix.com, as well as other well-known e-commerce sites including Amazon, Flipkart, and Cred. In some Bangalore and Mumbai vending machines, they are also available offline.

Rahul Jacob, Co-Founder and COO, also shared his thoughts on what he believed contributed to the fundraising's success. We learned some fascinating things by talking to our clients. It has assisted us in coming up with and creating a variety of nutrient-dense meal and snack formats while maintaining flavour and convenience at the forefront of everything we do.

The brand anticipates a fruitful Phase 2 that can accelerate its development and make it one of India's leading health food convenience brands with a broad selection of goods that appeal to consumers from all walks of life.

"Supply6, a new-age food company in the direct-to-consumer market, operates in a recession-proof sector and has experienced exponential growth. The founders must have a strong sense of passion and zest for their business. They are adept at what they do while also being receptive to fresh perspectives and creative ideas that will help the business in the long run," stated Nitin Garg, Deal Lead for Supply6 and Venture Partner at ah! Ventures.

CONCLUSION AND DISCUSSION

The goal of Supply6 is to address the issue of those who lead busy lives and those who are constantly on the go having access to nutrients. It accomplishes this by creating nutrient-dense food items in incredibly practical forms that can be enjoyed whenever and wherever. Supply6 provides a variety of healthy meals, snacks, and functional foods in creative formats that people may consume whenever and wherever they want.

The Supply6 Drinkable Meal, which is vegan, functional, and nutritionally complete, is the company's flagship product. In less than 30 seconds, it delivers 25% of the nutrients needed each day. Supply6 wants to make nutrition available to people who are constantly on the go. Supply6 refers to providing the body with the six basic nutrients it needs each day to maintain a healthy lifestyle.

What sets them apart: Every Supply6 product is the healthiest when it comes to the Nutrition profile, whereas the majority of Healthy foods on the market are deficient in some essential elements and contain added sugar. Each Supply6 Meal may keep a person satisfied for around three to four hours, making it a fantastic substitute for traditional meals. It can be eaten for breakfast, lunch, or dinner.

PHYSIQUE AI: WHERE AI MEETS FITNESS

Ms. Roli Wadhwa and Parul Bakshi

INTRODUCTION

An AI-powered fitness training app called Physique AI offers personalised feedback to address bad posture and motivation to work more.

The front camera on any smartphone is used by Physique AI to track body movement, deliver real-time audio feedback to improve posture, and track progress with minimal effort.

OVERVIEW OF THE COMPANY

A provider of AI-based fitness support for mobility tracking and feedback is called Physique AI. During each exercise and workout, the smartphone camera can be utilised to track and tally the reps. The front-facing camera is used by the app to scan the 16 bodily joints, provide verbal feedback on exercise posture, automatically count repetitions, and provide detailed statistics after each training session. For users to track their progress, a detailed breakdown of metrics like pace, calories, cadence, and accuracy is supplied. Physique AI serves in the **B2C** space in the HealthTech market segments.

PROBLEM & OPPORTUNITY OF THE COMPANY

The lack of vitality in today's at-home training options results in ongoing demotivation to exercise frequently. Personal training one-on-one is pricey. Consumers struggle to keep up with fitness videos that are static and move quickly.

When watching videos, beginners are unsure of their posture and technique. It is necessary to manually log progress. Heart rate measures are the only ones that can track effort. The Online Fitness Training Market 2020 is what we are aiming towards. \$8 billion -> \$59 billion in 2027.

CUSTOMER REVIEW AND SERVICES

I suggest this product Review of Physique AI for iOS and Android Great software for anyone wishing to start exercising at their convenience with the help they need like rep counting and posture correction. This app is perfect if you've been exercising for a while but want to make sure your posture is correct. amazing accuracy Looking forward to more Physique.ai sessions Team Physique.ai executed the plan perfectly.

CONCLUSION AND DISCUSSION

Physique is a revolutionary AI-based fitness assistance platform that provides motion tracking and feedback to help you achieve your fitness goals. Whether you're a seasoned fitness enthusiast or just starting out, Physique can help you get the most out of your

workouts. With Physique, you get access to cutting-edge technology that uses AI to track your movements and provide real-time feedback.

This means you can get instant feedback on your form, posture, and technique, helping you to avoid injury and get the most out of your workouts. One of the best things about Physique is that it's incredibly easy to use. Simply download the app, connect your device, and start working out. Physique will guide you through each exercise, providing feedback and corrections as you go. You can track your progress over time and set goals to help you stay motivated and on track. Whether you're looking to lose weight, build muscle, or just get in shape, Physique has something for everyone.

With a wide range of exercises and workouts to choose from, you can customize your fitness routine to suit your needs and preferences. Try Physique today and see the difference for yourself. With AI-based fitness assistance, motion tracking, and real-time feedback, you'll be on your way to achieving your fitness goals in no time.

KLEINETICS FITNESS: ADDING FUN IN FUNCTIONAL FOR ALL THE AGES

Ms. Shanu Jain and Parul Bakshi

INTRODUCTION

A place where kids may experience the joy of fitness, games, and PLAY inspires them to choose fitness and sports as a lifestyle. Gamified fitness programme for kids. Kleinetics is accessible, affordable, and enjoyable for everyone thanks to a solid physical and technological foundation that takes advantage of mobile usage.

OVERVIEW OF THE COMPANY

Dr. Tejal Kanwar co-founded the Mumbai-based company Kleinetics in 2017 to address this issue. The main goal of this platform, which bills itself as "India's leading kids' fitness system," is to include fitness alongside reading, writing, and maths as essential life skills in Indian school, ensuring widespread preventive intervention from an early age.

"Along with academic endeavours, physical literacy is now widely acknowledged to be a fundamental learning requirement for children. Even routine, modest physical activity can help prevent metabolic diseases, according to research.

Kleinetics was created to support children in developing their innate enjoyment of physical movement, having a favourable effect on them well into adulthood. In order to prevent fitness from feeling like unpleasant medicine, it is important to have fun and engage in group activities.

HOW IT WORKS

The D2C variant occurs in gated communities or neighbourhoods with play spaces or turfs. Kleinetics offers two verticals. A woman gathers a group of eight to ten children. The number of sessions per week and the size of the group determine the subscription packages. Longer-term memberships are encouraged by the costs.

The second option is for schools, where lessons can be provided as an after-school programme or as a direct replacement for the current PE/PT block in the curriculum. These are less expensive than the D2C offering and are charged per semester.

ABOUT THE FOUNDER

Gynaecologist and obstetrician Dr. Tejal Kanwar has 23 years of experience in these specialties. She earned her MBBS from the University of Bombay in 1994, her DGO from the same institution in 1999, and her MD in Obstetrics and Gynaecology from the same institution in 1999.

She belongs to both the Indian Medical Association (IMA) and the Indian Association of Gynaecological Endoscopists (IAGE). The doctor offers a variety of treatments,

including PCOD drilling, lap hysterectomy, lap & open hysterectomy, and lap adhesiolysis, among others.

CUSTOMER REVIEWS

“We opted them for my daughter’s birthday! They were really entertaining and very humble people. The kids and adults both had fun. They made her birthday a memorable one. Please don’t miss out to board them in your parties to make it a lot more fun!”

“I absolutely love how they make kids do some really amazing physical exercises. My daughter and her friends enjoyed her birthday party with fun games and activities. The team is the best. Thank you for making my daughter's birthday memorable.”

“My son loved the class. The only class which he wanted to go for willingly. The coaches are fantastic too.”

CONCLUSION AND DISCUSSION

India's top children's fitness programme, Kleinetics, encourages youngsters to exercise at home. The highly trained coaches at Kleinetics provide each child extra attention and make sure they achieve their best. The kids can connect with other kids during two-way zoom training sessions, which can develop their social skills at an early age and keep them inspired to participate every day.

Many children are being trained (online) in healthful vigorous workouts that are more like "play" than "work," and the children want to return for the next session. Sessions last 60, 45, or 30 minutes. Regular exercise improves academic achievement and strengthens the immune system. Both online and offline group sessions benefit from the crucial social connection that the group's energy fosters.

Teachers and parents have praised the programme for its high repetition rate (more than 85% of children choose to renew) and low dropout rate (less than 5%). At the Indian Education Awards 2020, Kleinetics won the Best Physical Education Programme honour.

CAPLIFE: TAKE YOUR GAME TO NEW HEIGHTS WITH CAPLIFE

Mr. Bhupender Singh and Parul Bakshi

INTRODUCTION

Caplife Private Limited, a private company, was established on August 14, 2020. It is registered with the Registrar of Companies in Bangalore and is categorised as a non-govt company. It has a paid-up capital of Rs. 10,000 and an authorised share capital of Rs. 500,000. It is related to non-essential business activity. Shruthi and Abhijith Kanamkompil Mathew serve as directors of Caplife Private Limited.

OVERVIEW OF THE COMPANY

The newest sports-based aggregators on the scene are CAP LIFE, which uses sports to advance the health and fitness sector. They provide a variety of fitness programmers for a variety of competitive sports, primarily football and badminton. The licenced coaches at CAPLIFE offer specialised, individualised training that is tailored to your level of expertise in both the physical fitness requirements and the technical requirements of the activity.

Their KITUP programme focuses on individual training with an emphasis on enhancing your fitness and sporting techniques, whereas BUILDUP is a more team-oriented programme that focuses on fitness sessions that allow players work together to improve different techniques.

We also offer nutrition and physical therapy programmers to help you improve your performance in every aspect. This makes sure that you perform at your best during all of your practice sessions and games. All of our centers include U-18 and U-14 Badminton and Football Academies to help aspiring young athletes excel in their chosen sports.

Our academies aim to mould young athletes so they recognise their sporting potential and work towards it. Athletes of various ages and skill levels gather to compete in open tournaments, corporate, mixed-corporate, and community-based events that are regularly organised by the company. Their courses are taught at numerous locations in Bangalore and Kochi. For regular updates and information on forthcoming events, follow us on Facebook and Instagram.

ABOUT THE DIRECTORS

1. Shruthi Shankar Shetty

Shruthi Shankar Shetty is listed as a Director in Indian Companies with the Ministry of Corporate Affairs. Shruthi Shankar Shetty's Director Identification Number is 07225605.

He or she is currently a director for one Indian company. He or she works for a business services organisation.

1. Abhijith Kanamkompil Mathew

Abhijith Kanamkompil Mathew is listed as a Director in Indian Companies with the Ministry of Corporate Affairs. Abhijith Kanamkompil Mathew's Director Identification Number is 08833982.

He or she is currently a director for one Indian company. He or she works for a business services organisation.

CUSTOMER REVIEWS

"I've had a fantastic experience so far with the entire Caplife team . Due to the "lockdown + work from home" effect , I had put on a lot of weight and when I started playing badminton again , I was prone to injuries. This is when I decided to try the Caplife sessions. The whole idea of fitness with badminton worked like a charm for me - I have been able to improve my game with no injuries in the last few months. Adding to this , the physio sessions and the diet plans were really helpful in the transformation. Overall, I have seen great results both in my game, health and my fitness level. "The entire Caplife family rocks and I'm glad to be associated with you guys"

CONCLUSION AND DISCUSSION

Both the paid up capital and the authorised share capital of CAPLIFE PRIVATE LIMITED are Rs. 10,000. It hopes to participate in OTHER BUSINESS ACTIVITIES across India.

It's most recent Annual General Meeting (AGM) was held on, and its most recent balance statement was filed on, according to Ministry of Corporate Affairs (MCA) data.

Being the finest sports and business aggregator in India is the company's goal. to make sports more accessible to people of all ages and to support business owners in the same industry by assisting them in growing and reaching a larger audience.

VITAMIN HAAT: NOURISH YOUR BODY AND FUEL YOUR LIFE

Mr. Swaraj Manchanda and Parul Bakshi

INTRODUCTION

By delivering the best supplement to your door, VITAMINHAAT is promoting health and wellbeing.

We provide for the special demands of our elderly, young, male, female, and baby population. These items have undergone thorough quality checks by a group of professionals from the health and beauty, dietary supplements and nutrition, Ayurveda, and herbal industries. We have been providing Ayurvedic herbal formulae and nutritional supplements to international markets for the past 15 years. Modern science has demonstrated that particular vitamins and supplements have specific health advantages. Since most items are examined by American and European labs, we have genuine products.

Millions of individuals in India have had all of their health and wellbeing needs met by VitaminHaat. Through our dedicated online and offline channels, we provide support to millions of consumers so they may achieve their fitness objectives, no matter how broad or detailed.

OVERVIEW OF THE COMPANY

By delivering the top Supplement brands from around the world to your home, Vitaminhaat promotes health and wellbeing. We provide for the special demands of our elderly, young, male, female, and baby population. These items have undergone thorough quality checks by a group of professionals from the health and beauty, dietary supplements and nutrition, Ayurveda, and herbal industries. We have been providing Ayurvedic herbal formulae and nutritional supplements to international markets for the past 15 years. Modern science has demonstrated that particular vitamins and supplements have specific health advantages. Since most items are examined by American and European labs, we have genuine products.

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QUALITY

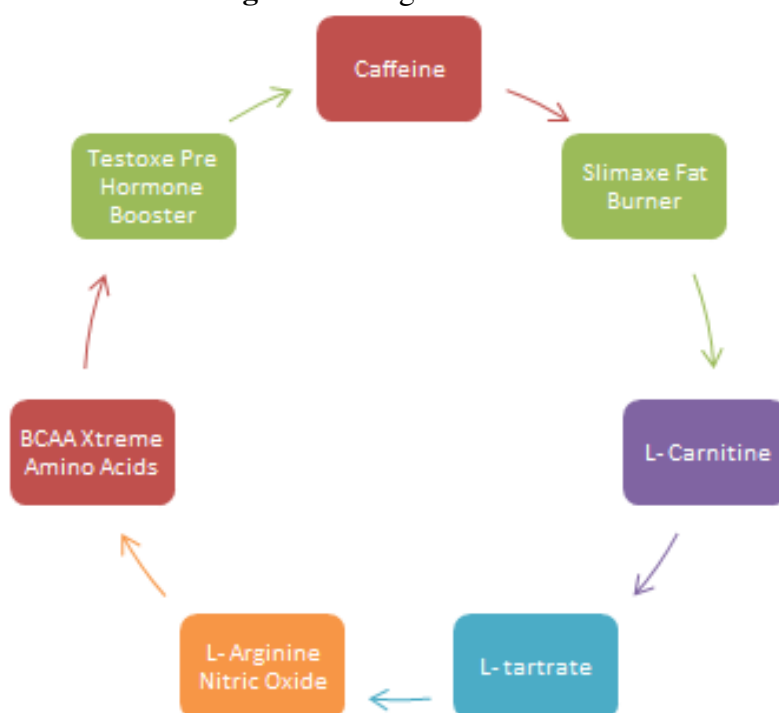
To offer our customers products of the highest caliber, backed by cutting-edge nutrition research that millennials are demanding, while also continuously innovating and never adopting a "its ok" mentality.

The goal of VITAMINHAAT products is to deliver a complete effective dose of nutraceuticals with pharma precision and concentration. They are produced by the reputable and trustworthy pharmaceutical business VARION FOOD SCIENCES PVT. LTD.

STORY

Their journey began in 2006 when they began operating only in US markets. The majority of their products, which we produce and export, aren't currently marketed or produced in India. They created these items with the US and European markets in mind, and following their success in those areas, they just debuted them in India.

Figure 1: Range of Products



STRATEGIES OF THE COMPANY

Both prebiotics and probiotics are essential for supporting digestive health. They are two separate ingredients. Food components known as prebiotics serve as fertilizers for the beneficial bacteria in the stomach since they are not digested.

1. **Prebiotics: aid in** the growth of good bacteria in the stomach, which helps to improve digestion and lessen the symptoms of gastrointestinal illnesses like constipation and irritable bowel syndrome (IBS).
2. **Strengthened immunity:** Probiotics have been found to support the growth of helpful bacteria in the gut while inhibiting the growth of bad bacteria, which has been demonstrated to help improve the immune system.

3. **Lessened inflammation:** It has been demonstrated that both prebiotics and probiotics can lessen intestinal inflammation, which can lower the risk of developing chronic diseases like heart disease and type 2 diabetes.
4. **Better mental health:** Probiotics have been demonstrated to reduce the signs and symptoms of stress, anxiety, and depression by modifying the gut flora.
5. **Better cardiovascular health:** According to some research, taking probiotics can lower blood pressure, cholesterol, and the risk of cardiovascular disease.
6. **Better weight management:** It has been demonstrated that prebiotics and probiotics work to control weight by enhancing gut health and encouraging a healthy balance of gut bacteria.
7. **Better skin health:** Probiotics have been demonstrated to enhance skin health by lowering inflammation and fostering a balanced bacterial population on the skin.
8. **Lessened risk of allergies and autoimmune diseases:** Probiotics have been demonstrated to help lessen the risk of allergies and autoimmune diseases by fostering a balanced population of healthy gut flora.
9. **Improved nutrition absorption:** Prebiotics and probiotics have been demonstrated to enhance nutrient absorption by fostering a balanced population of gut bacteria and enhancing digestive performance.
10. **Better bone health:** It has been demonstrated that probiotics enhance bone health by lowering inflammation and enhancing calcium and other mineral absorption.

ABOUT THE DIRECTOR

Sanjay Kumar, co-founder and MD of this company, offers his perspective on the industry, saying, "We find the best wellness and wellness products and solutions from all over the world and deliver them to every Indian via premium online shopping experiences. Our product line includes premium natural and organic, Ayurvedic health and fitness, and natural beauty products. It also includes categories like Diet, Sports and Health, Diabetes, House Devices, Eye, Personalised Care, Attractiveness, and Parenting.

To ensure strict quality control and produce 100% authentic goods, we immediately partner with brands and their authorised channels. "We believe it is past due that we combine fantastic technologies, reasonable governance, and excellent customer service to provide India a significant rise in health, fitness, and wellness.

While there are challenges to be overcome, we are motivated by our vision to become a dependable household name in India and provide consumers with fast access to genuine wellness products at the best prices, added Sanjay Kumar.

CUSTOMER REVIEWS

“Amazing quality of products with good long term effects, expectedly great service as well”

“Very few companies have such good products and reliable service. We r regularly using VH products and the products have consistent quality.”

“Amazing products with great services!”

“One of the best supplement I have used till date. Their Curcumin & Vitamin C has helped me to keep my immunity up-to-date in this global pandemic. I highly recommend the brand if you want to try anything related to your immunity, weight loss and many other things”

“Superb place for buying excellent health products, Vitaminhaat he great collection of health products. from last six month I bought many health products from this Superb place and it satisfied me in all manner –by product cost, by product quality, by order delivery..... everything. that’s why my all best wishes for VITAMIN-HAAT.”

CONCLUSION AND DISCUSSION

VitaminHaat provides for the specialised requirements of infants, children, adults, and senior citizens. These items have undergone thorough quality checks by a group of professionals from the health and beauty, dietary supplements and nutrition, Ayurveda, and herbal industries.

They have been serving international markets for the past 15 years and are experts in providing dietary supplements and Ayurvedic herbal remedies. Modern science has demonstrated that particular vitamins and supplements have specific health advantages. Since most products are examined by American and European laboratories, they have genuine goods.

SNAP FITNESS: INDIA WORLD'S FASTEST GROWING FITNESS CHAIN

Ms. Priyanshi Jain and Parul Bakshi

INTRODUCTION

A premier gym called Snap Fitness is situated on Sarape Road in Bangalore. With top-notch facilities and instructors, they are dedicated to assisting clients in achieving fitness objectives like weight loss, muscle building, and body toning. The Minneapolis-based Snap Fitness is a well-known global leader in the fitness sector.

Snap Fitness is the ideal gym for you because it offers 24/7 global access, monthly contracts, personal training, a wide range of equipment, and a setting that makes you feel good. Join today to learn how Snap Fitness may assist you in reaching your objectives.

OVERVIEW OF THE COMPANY

With more than 2500 clubs signed and 1450 locations opened, Snap Fitness has become one of the fastest growing health clubs, focusing on giving members the best tools, advice, and value-added services to help them see results. Its presence is spread across the US, Canada, Mexico, Australia, New Zealand, England, Egypt, and India.

In 2008, Snap Fitness, one of the companies with the quickest expansion in the "fast-convenient-affordable" health club industry, debuted in India through its Master Franchise Force Fitness.

As of 2015, Snap had successfully introduced more than 60 clubs across India, including those in the main cities of Bangalore, Delhi-NCR, Chennai, Hyderabad, Mumbai, Pune, Lucknow, Vadodara, and Guwahati as well as in a number of smaller towns including Mysore, Tucker, and Davangere.

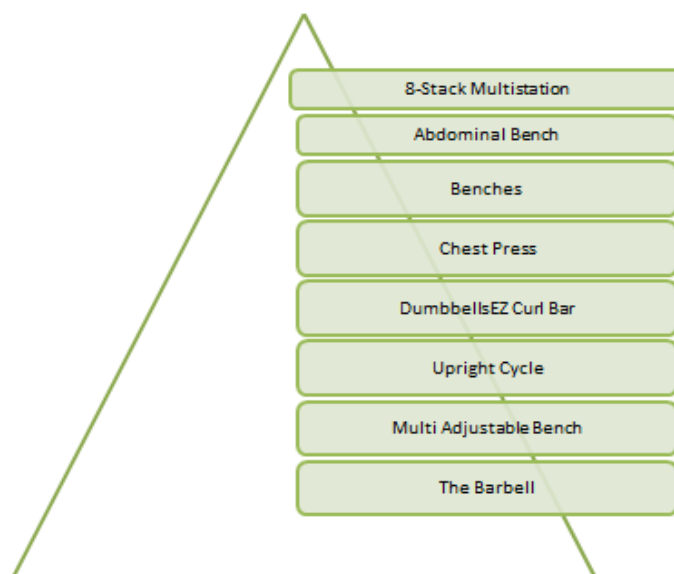
Their goal is to expand their reach and promote the "BE WELL" way of life, with a goal of having 300 clubs around the nation in the following five years. Snap Fitness, the market leader, is committed to helping you achieve your goals. Members can have fun while staying healthy and active thanks to top-of-the-line equipment, personal training programmers, nutrition advising, convenient times, and easy accessibility. The fitness business is changing thanks to Snap Fitness!

It emphasizes a lively, upbeat environment without the intimidation that makes most people uncomfortable in a gym.

Figure 1: Range of Amenities



Figure 2: Range of equipments



ABOUT THE FOUNDER

According to Peter Taunton, CEO and Founder of Snap Fitness, there is a great need for convenient and reasonably priced health and fitness facilities. "The opening of our 100th location is a testament to that belief," the company said. "We were confident that the Snap Fitness brand would experience the same explosive growth in Australia and New Zealand as it has across other countries."

With that goal in mind, Snap is beginning to entice famous athletes like former Australian Olympian Sam Riley and Jonathon Brown of the Brisbane Lions to become franchisees. In addition, during the following five years, the corporation intends to add 250 to 350 new locations.

Taunton continued, "We offer a fitness product that screams value and gives members the fundamentals. "Value always draws people in. In this industry, it's a strong word that frequently gets weakened.

CUSTOMER REVIEWS

"had great cardio, strength and circuit training workout in my three-day free trail"

"The most contemporary and fun workouts. Trainers are great and work around my specific needs and push me beyond my perceived capabilities. Great energy. Super friendly staff. Super energetic members."

"Awesome gym.... Decent crowd...Fresh daily motivational quotes ...Free fruits Monday...Lots of tie ups with spas....value for Money...Best thing is the vibe and crowd...My Membership till 2020...Only scope of improvement is a separate room for functional training reqd... Otherwise a perfect gym"

"I am very much impressed with the services. Good vibes and good ambience. Specially with the personal training".

"Franchise with Snap Fitness"

"Be part of the growing global health and wellness market and own a gym franchise with Snap Fitness. We are a globally established and recognized brand with 20 years of experience, offering a complete support structure for franchisees from sourcing the right locations through to operating profit making gyms. Our mission is to help our members create positive lifestyle habits that make them feel fantastic. It's all about the feeling!"

CONCLUSION AND DISCUSSION

While offering the same high-quality equipment as conventional health clubs, Snap Fitness is leading the industry by emphasizing total member wellbeing and offering a variety of products and services that will help members get more out of their workouts and their money.

Snap Fitness provides consumers with a high-quality, reasonably priced workout with a strong emphasis on convenience and customer service by shrinking in size and removing extraneous features like swimming pools and racquetball courts — a typical installation varies from 300 to 400 square meters.

Members can simply cancel or put their gym subscriptions on hold without incurring any fees because they pay on a month-to-month basis.

There aren't any agreements. Since its launch in the US in 2003, Snap Fitness has expanded to more than 1,300 locations nationwide and abroad in countries like Canada, India, the UK, and Mexico. Additionally, the business recently agreed to agreements that will allow it to grow in Egypt, Hong Kong, Malaysia, Singapore, Indonesia, Thailand, and the Philippines.

HEALTHIE: SWEAT IS FAT CRYING

Dr. Khushbu Khurana and Parul Bakshi

INTRODUCTION

With Healthie, your employees may now use the benefits you offer to directly pay for their healthcare (and that of their families') costs. Simply, we assist your staff in getting the most out of the money that is available to them. Employees don't have to pay any money out of pocket or through a grueling reimbursement process as a result.

With the aid of the mobile app Healthie, you may reach your weight loss and maintenance objectives by monitoring your daily dietary consumption. You'll set up an account and all of your health settings once you download the programme.

You may find out which of our six distinct weight loss regimens best suits you by taking a short quiz. The food monitoring made easy with these ideas! Members attempt to meet or fall short of the necessary daily BITE allocation by assigning each food an individual numeric score (referred to as BITES). The BITES will alter as necessary to reward or promote particular behaviours according to the plan.

OVERVIEW OF THE COMPANY

It all began with a poor health examination. After having a negative experience at a medical facility, our founders launched Healthi 11 years ago with the goal of streamlining healthcare for urban India.

They have assisted organizations in providing excellent healthcare to their staff members and their families over the years. They expanded on our technologies to improve user assessment and comprehension of their health status. They discovered about their undiagnosed ailment from us in about 70% of their consumers. They administered vaccinations to more than 100,000 staff members throughout their client teams when COVID-19 took over. With a 78 NPS, Healthi is the preferred partner for 600 organizations serving more than 1 million families nationwide.

They have gained a lot of knowledge from our tour. The cost of healthcare has become something that has stood out to them over time. They were aware of the numerous inefficiencies and challenges associated with how they pay for their healthcare, and how this has a significant impact on the standard and timeliness of the medical care that your employees and their dependents receive. They encountered their following difficulty here.

Figure 1: Approaches



Now that Healthi is available, your employees can use the benefits you offer to directly pay for their healthcare (and that of their dependents') costs. Simply, we assist your staff in getting the most out of the money that is available to them. Employees don't have to pay any money out of pocket or through a grueling reimbursement process as a result.

GENESIS TO THE GROWTH OF THE COMPANY

The company is working on the strategy of adopting 7 mindfulness techniques to stay positive and calm. Anyone who is attempting to control their diabetes on a daily basis can benefit from practicing mindfulness. But it's not as challenging or difficult as it seems.

Without any outside distractions or criticism of any type, mindfulness meditation keeps your attention and focus in the present now. This indicates that you are more prepared to handle difficulties or ups and downs in your daily life.



CUSTOMER REVIEWS

“Healthie app makes it easy for providers and clients to stay connected and communicate, even when they're on the go. Whether it's sending a message or scheduling an appointment, everything is just few taps away.”

“They have a good help section. They continually make updates to the product and ask for requests. Claims processing is easy.”

CONCLUSION AND DISCUSSION

A SaaS firm called Healthie provides infrastructure to help healthcare organizations that focus on providing services virtually start up and grow. They collaborate with businesses in the field of digital health whose goals include modernizing the healthcare system and enhancing patient outcomes.

They make it simple for businesses to streamline processes and establish lasting ties with customers.

Our API saves D2C healthcare companies from having to recreate core healthcare infrastructure, including for: EHR system, Coaching Software, Client Engagement, Telehealth, and Insurance processing. Their software offers a turnkey solution for innovative companies to launch provider services. Healthie's cloud-based platform includes a web and mobile (iOS & Android) interface for organisation managers, providers, and their clients, and is HIPAA, PIPEDA, GDPR, and PCI compliant.

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HEALTH AND FITNESS ENTREPRENEURSHIP STARTUPS IN INDIA

Key to Fitness Mindset

In the foreseeable future, India's fitness sector will experience tremendous expansion. The demand for exercise is rising as ever more, customers decide to live better lifestyles. With the rise of technology and internet usage, especially among young consumers, there has been a seeping in of knowledge that has caused people to take their fitness and health seriously. To support people in maintaining their health, the business offers individualized dietary and supplement suggestions electronically. In order to keep fit, it also appoints lifestyle coaches who offer medical and exercise advice. This book throws light upon some notable health and fitness startups in India that have paved a way for revolution in the country.



PROF. (DR.) POORVA RANJAN

Prof. (Dr.) Poorva Ranjan is the Professor and Head of DME Management School. A Phd in Retail Marketing Management and MBA in International Business Management from Devi AhilyaVishwavidyalaya, Indore [DAVV]. She is also a Certified POSH Trainer. She works closely with students for Skill Enhancement purposes in various areas like Digital Marketing, Microsoft 365 Tools, Entrepreneurship Development, Cyber Security, and Google Tools to name a few. A Google Certified Digital Marketer who also specialises in Social Media Marketing and Content Development. Her areas of work/ teaching and research are Digital Marketing, Entrepreneurship Development, Mentoring, Retail Management, and Skill Building.



MS. PRIYANSHI JAIN

Ms. Priyanshi Jain is currently working as an Assistant Professor in the School of Management, DME, under Guru Gobind Singh Indraprastha University. She earned her bachelor's degree (B.Com. Hons.) and master's degree (M. Com) from the University of Delhi and qualified for the NTA NET in Commerce. With a keen interest in teaching and research, she has been a part of Teach for India and various research projects. She has also cleared various NCFM modules. Ms. Jain has been selected as a Leader of Tomorrow and had the opportunity to be a part of the St. Gallen Symposium, Switzerland. Her key areas of research and academic interest include Finance, International Business and Entrepreneurship. She believes in the overall development of students, providing them with guidance and motivating them to excel in all aspects of life.



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