



TAPOUT FITNESS - FRANCHISE INVESTOR BROCHURE

 FRANCHISETAPOUT@GMAIL.COM

“ LET'S MAKE
HEALTHY HAPPEN



MUMBAI



TAPOUT


TAPOUT
FITNESS



Market Size & Growth Trends – India: Gym / Health Club Segment

- India's fitness industry (which includes gym facilities) was ~₹16,200 crore in 2024.
- Projected to grow to ~₹37,700 crore by 2030.
- CAGR: ~15% for the overall fitness market in India; gyms are a core driver.
- Number of fitness facility members: ~12.3 million in 2024; forecast ~23.2–23.3 million by 2030.
- Penetration of fitness membership: ~0.8% today, ~1.7% by 2030.
- Boutique & premium gyms (HIIT, Yoga, MMA, etc.) are among the fastest growing categories.



Brand Profile

- *Martial-arts-inspired fitness concept, blending discipline, determination, and respect with high-intensity workouts.*
- *Focus on both group & individual training for all ages.*
- *Vision: Build a “fitness family” community beyond just machines & workouts.*

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Facilities & Services

Signature Classes

- Tapout Fit – Progressive boxing combinations.
- Tapout Strike – Kickboxing & striking techniques.
- Tapout Sweat – HIIT + equipment (kettlebells, ropes, etc.).
- Group fitness: Yoga, Zumba, Bollywood Dance.
- MMA / Martial Arts (kids & adults).

Amenities

- Premium cardio & strength equipment.
- Showers, steam rooms, lockers.
- Valet parking.

Membership Options

- Day Pass: ~₹500 (full access).
- Yearly Gym Membership: ~₹30,000 (discounted from ~₹35,000).
- Yearly MMA Membership: ~₹70,000 (discounted from ~₹90,000).
- Shorter packages & class-specific plans available.



Strengths & Differentiators

- *Strong combat fitness positioning → boxing, kickboxing, MMA.*
- *Premium amenities increase value.*
- *Community-driven approach improves retention.*
- *Flexible trial access (daily passes + yearly).*
- *Appeals to both martial arts enthusiasts & general fitness seekers.*



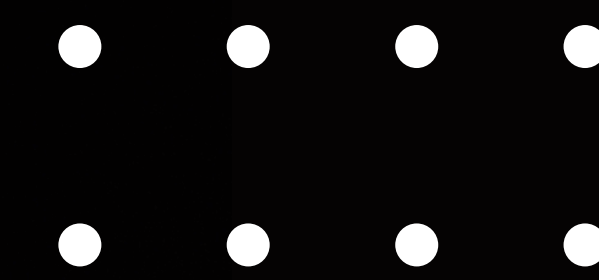
Why Franchise with Tapout Fitness?

- Strong Brand Demand → unique martial-arts-inspired identity.
- Differentiated Positioning → mix of combat fitness, HIIT, group classes, and gym facilities.
- Expanding Market → Indian fitness industry growing at 15% CAGR.
- Multiple Revenue Streams → memberships, MMA programs, PT, kids' programs, merchandise, trial packs.
- Franchise Support & Training → setup, branding, sales, ops, and staff training.
- Wide Market Appeal → from youth & professionals to families & kids.
- Premium + Community Experience → amenities + social fitness culture.
- Scalable Formats → full-size gyms + boutique/express models for Tier 2/3 cities.





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Support for Franchise Investors

Pre-Opening Support

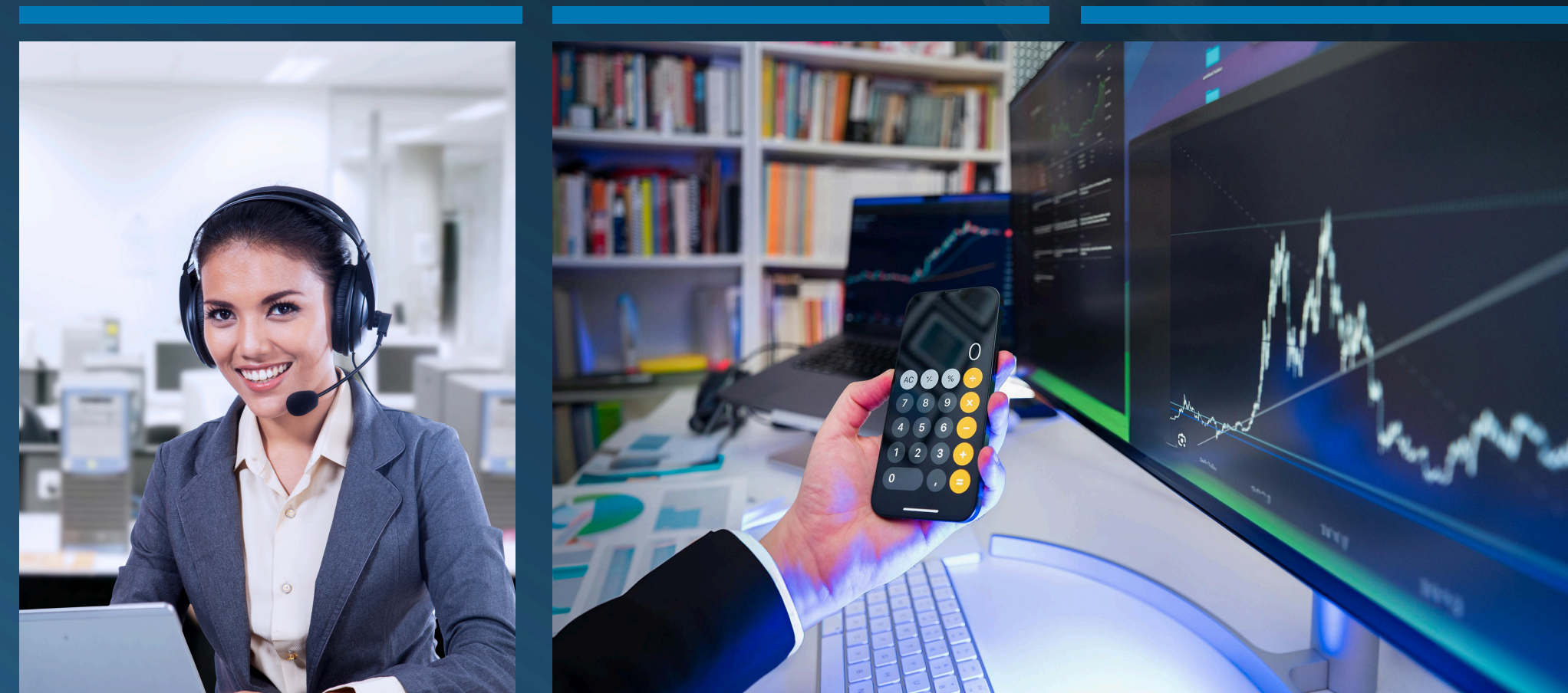
- Franchise onboarding & training.
- Site selection & lease negotiations.
- Facility design & setup with vendor tie-ups.
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Marketing & Branding Support

- Global branding leverage (MMA, UFC heritage).
- Pre-launch campaigns, PR, influencer tie-ups.
- Ongoing digital marketing & merchandise sales.
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Operational & Technical Support

- Standard operating manuals (SOPs).
- CRM, billing, scheduling tools, audits.
- Regular quality audits & service reviews.



Training & Staff Development

- Initial onboarding for trainers, sales & front-desk staff.
- Ongoing refresher courses & new class formats.

Business & Revenue Support

- Pricing & package design.
- ROI benchmarks & financial planning.
- Corporate wellness partnerships.

Continuous Support

- Dedicated franchise manager.
- Regional meetings & best-practice sharing.
- New innovations & program rollouts.



WHO CAN PARTNER WITH TAPOUT FITNESS?

Ideal Partner Profiles

- *Investors / Entrepreneurs with Capital – ₹1.5–3 Crore capacity, patient ROI mindset.*
- *Fitness Enthusiasts / Professionals – athletes, trainers, martial artists.*
- *Multi-Unit Investors / Business Groups – real estate, hospitality, wellness operators.*
- *Corporate Investors – malls, complexes, lifestyle developers.*
- *Existing Franchise Operators – experienced in managing brand SOPs.*



TAPOUT FITNESS

GYM



Ideal Partner Profiles

- Financial strength to manage setup + working capital.
- Location access → 3,000–8,000 sq. ft. in premium areas.
- Management ability to hire & retain skilled trainers/staff.
- Customer orientation → commitment to service & community.
- Brand alignment with Tapout's martial-arts-inspired philosophy.



[http:// tapoutfitness.in](http://tapoutfitness.in)

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Tapout Fitness is more than a gym – it's a movement, a community, and a business opportunity in *India's fast-growing fitness sector.*

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