



# BECOME A TRAINING PROVIDER

with  
IC Fitness Club



November 2024



THINK UNLIMITED

# ABOUT US



**IC Fitness Club Education Private Limited** is committed to setting a new standard in the fitness industry, offering franchise opportunities that bring high-quality, science-backed fitness education and training to communities nationwide. Founded by Deepak Bhardwaj, a former senior bodybuilder and highly experienced trainer, IC Fitness Club aims to address the gap in qualified fitness trainers and create a trustworthy environment for clients seeking effective and safe fitness guidance.

As a franchise, IC Fitness Club provides comprehensive support, allowing franchisees to run a successful fitness education and training center backed by our established reputation. Franchisees benefit from our expertise in training programs, client engagement, and operational support, ensuring consistent quality and customer satisfaction. By joining IC Fitness Club, franchise partners contribute to a larger mission of transforming the fitness landscape with trained professionals, science-based methods, and a commitment to authentic fitness results.

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



# Benefits

## Benefits of Joining IC Fitness Club Franchise:

- **Proven Business Model:** Leverage our established and successful business framework, developed through years of experience in fitness training, education, and client engagement.
- **Comprehensive Training and Support:** Receive full onboarding, operational support, and ongoing training to ensure a smooth franchise setup and consistent quality in training and services.
- **Science-Based Training Programs:** IC Fitness Club emphasizes education and scientifically-backed training methods, enabling franchisees to offer trusted and effective fitness solutions that set them apart in the industry.
- **Access to Exclusive Programs and Services:** Franchisees gain access to our specialized programs, including live personal training, heart health assessments, and nutritionist consultations, offering a well-rounded experience for clients.
- **Extensive Marketing Support:** Benefit from our marketing expertise and established brand reputation, along with guidance for local marketing strategies to drive community engagement and client loyalty.
- **High Demand for Certified Trainers:** Address a growing demand for educated and qualified fitness trainers, positioning the franchise as a reliable source of professional fitness guidance and safe training practices.
- **Established Brand Reputation:** Join a brand known for quality, integrity, and real results. Our commitment to high standards and authenticity attracts clients who value effective and responsible fitness coaching.
- **Contribution to Health and Wellness:** As part of IC Fitness Club, franchisees actively participate in raising fitness standards, educating clients, and promoting healthier lifestyles within their communities.
- **Scalable Opportunities:** The model offers scalable growth, with options to expand services, add new programs, or increase outreach to meet local demand and ensure long-term success.
- **Network of Like-Minded Professionals:** Connect with a community of fitness professionals and franchisees who share a passion for health, education, and fitness, providing valuable support and collaboration opportunities.



# If You Own a Gym

## Benefits of Adding IC Fitness Club to Your Gym

- **Enhanced Training Quality:** Integrate IC Fitness Club's science-backed training methods and certified programs to elevate your gym's standards, attracting clients who prioritize safe and effective fitness guidance.
- **Access to Qualified Trainers:** Benefit from a network of highly trained professionals, ensuring that your gym staff are knowledgeable, skilled, and equipped to prevent common injuries associated with improper training.
- **Expanded Service Offerings:** Add services like live personal training sessions, heart health assessments, and nutrition consultations, providing a comprehensive wellness experience that meets diverse client needs.
- **Increased Client Retention:** Offering a higher level of expertise and personalized programs helps build trust and keeps clients engaged, resulting in stronger loyalty and better retention rates.
- **Proven Fitness Programs:** Implement IC Fitness Club's proven fitness programs that have been developed with industry expertise, allowing your gym to offer structured, results-oriented routines that members can trust.
- **Boosted Revenue Streams:** With IC Fitness Club's unique offerings, you can attract a broader client base, from beginners to fitness enthusiasts, and increase revenue through additional services like specialized training sessions, assessments, and nutritional guidance.
- **Comprehensive Marketing Support:** Access IC Fitness Club's marketing resources and strategies, including branding and promotional materials, to boost visibility and grow your gym's client base.
- **Enhanced Brand Reputation:** Align your gym with IC Fitness Club's established reputation for quality, integrity, and results, positioning your gym as a reliable and professional fitness destination in your community.
- **Ongoing Training and Development:** Keep your team up-to-date with regular training and professional development opportunities from IC Fitness Club, ensuring they are well-versed in the latest fitness techniques and science.

Adding IC Fitness Club to your gym not only enhances your service quality but also creates a unique, high-value experience for clients, setting your gym apart in an increasingly competitive fitness industry.



# Our Affiliations



**Skill India**  
कौशल भारत - कुशल भारत



#startupindia



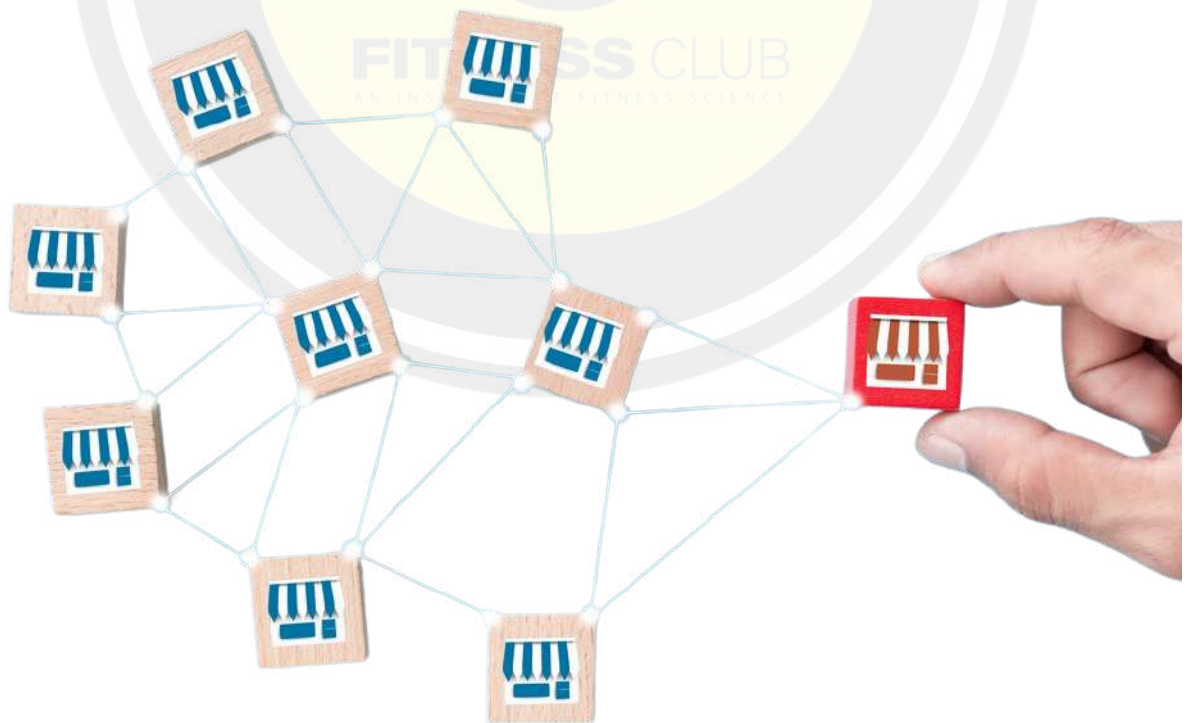


# IC Fitness Club Franchise Package

Franchise Fee: ₹1,50,000/-

Benefits Included:

- **5-Year Franchise License:** Enjoy long-term stability and support with a 5-year franchise agreement.
- **Free Personal Trainer Course:** Access to a certified personal trainer course to ensure a skilled and knowledgeable team.
- **Free Sports Nutrition Course:** Comprehensive sports nutrition training to offer clients a holistic fitness and wellness approach.
- **Exclusive Support and Resources:** Get full onboarding, operational guidance, and marketing resources.
- **Access to Proven Programs:** Benefit from IC Fitness Club's trusted, science-backed fitness programs and training methods.





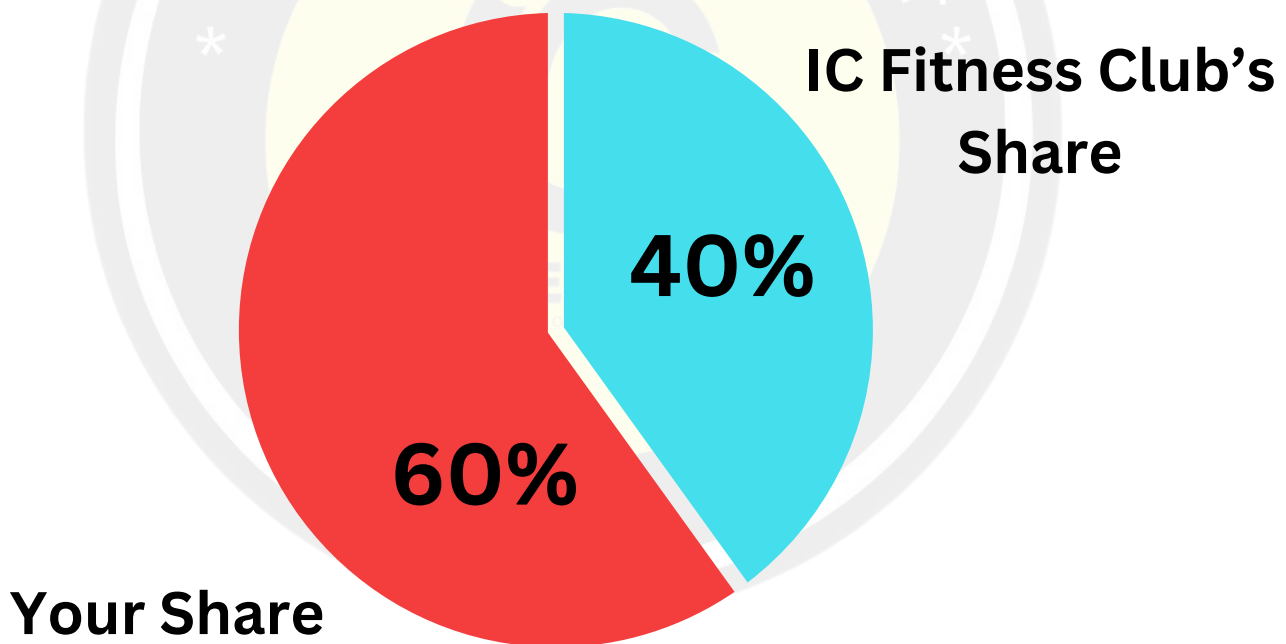
# Revenue Sharing

## Revenue-Sharing Model

As an IC Fitness Club franchisee, you benefit from a straightforward 60:40 revenue-sharing structure:

- Franchisee Share: 60% of all sales
- IC Fitness Club Share: 40% of all sales

For example, with a monthly sales total of ₹1,00,000, the franchisee retains ₹60,000, and ₹40,000 is shared with IC Fitness Club. This model ensures franchisees receive the majority of earnings while benefiting from IC Fitness Club's brand support, resources, and expertise.





# What IC will Provide You?

- **Digital Marketing:** Comprehensive marketing efforts managed by IC Fitness Club.
- **Sales Management:** Streamlined sales processes to maximize revenue.
- **Student Data Management:** Confidential handling of all student data.
- **Theory Class Management:** Organized and conducted theory classes.
- **Examinations:** Structured examination management for assessments.
- **Study Materials:** Access to comprehensive study materials.
- **Certifications:** Official certifications for successful course completion.

This support allows franchisees to focus on client service while we manage essential operations.

## Class operation

- **Theory Classes**

All theory classes will be conducted online, allowing franchisees and their teams to participate conveniently from their own locations. Classes are hosted by the main IC Fitness Club branch via the Zoom meeting app, ensuring consistent, high-quality instruction and guidance.

- **Practical Class**

Practical classes will be conducted by your own team, allowing for tailored instruction and hands-on experience. This approach ensures that your trainers can implement the knowledge gained in theory classes effectively, delivering personalized training sessions that meet the unique needs of your clients.





# Our Vision

To transform the fitness industry by raising the standards of training and education, making high-quality, science-based fitness guidance accessible to everyone. We aim to empower individuals to reach their full potential through safe, effective, and sustainable fitness practices, fostering a healthier and more informed community. At IC Fitness Club, we believe that fitness is more than just physical—it's a commitment to lifelong health, knowledge, and personal growth.

# Our USP

## Our Unique Selling Proposition (USP)

- **Science-Based Training:** Effective and safe fitness programs based on the latest research.
- **Comprehensive Education:** Commitment to educating trainers and clients for informed choices.
- **Personalized Support:** Tailored resources for a unique fitness experience.
- **Strong Community Network:** Collaboration with like-minded fitness professionals.
- **Holistic Approach:** Integration of physical training and nutrition for complete wellness.
- **Proven Business Model:** Established framework for franchise success.
- **Ethical Practices:** Commitment to integrity and professionalism in the fitness industry.

# Our Commitment

## Our Commitments

- **Quality Training:** Delivering high-quality education and training for exceptional fitness services.
- **Client Success:** Supporting clients in achieving their fitness goals with effective programs.
- **Continuous Improvement:** Staying updated with industry trends to enhance our offerings.
- **Ongoing Support:** Providing franchisees with the tools and resources needed for success.
- **Community Health:** Promoting health and wellness in communities through fitness.
- **Integrity and Ethics:** Upholding the highest ethical standards in all operations.
- **Sustainable Practices:** Fostering fitness practices that prioritize client well-being and the environment.



**Thank You For  
Sharing your  
Valuable Time.**

**FITNESS CLUB**  
AN INSTITUTE OF FITNESS SCIENCE