

BRINGING THE F45 REVOLUTION TO INDIA

If you have been eyeing that gloriously toned and ripped body of Wolverine actor Hugh Jackman, then we will let you in on a secret. He gets it from doing the F45 Drug. Now, before we get into dangerous territory, the drug we are talking about is as addictive as its name-sake - exercise. Hugh got that healthy body from religiously following the F45 workouts. In fact, not just the Wolverine, F45 has legions of fans including Leonardo DiCaprio, Nicole Kidman, Brett Lee and now, Bollywood actress Rakul Preet Singh is also one among them.

The F45 workout is popular among celebrities and fitness enthusiasts in Australia and New Zealand. With their innovative, revolutionary and fun training programs, suitable for age groups it is easy to see how its franchises are spreading world over at such a fast rate. F45 Training offers its clients a team-based, highly immersive fitness experience that is engaging, innovative and results-oriented. With over 400 franchises sold in under three years, the world is quickly waking up to this revolutionary approach to fitness, supported by a simple, low-cost but highly profitable business system.

India



Hugh Jackman

has now. Hyderabad has recently thrown open its doors to this fitness giant.

Pradeep Palli, Director of F45 India, is the one responsible. Once the appeal of corporate life ahead slowly began to burn him out, Pradeep began looking homewards to bring back the ring into his life. He often thought of doing something that would make a significant impact in the lives of people back home. Then soon enough he realised that his passion for health and fitness was the immense value which he could add to the world of fitness back home. He recounts how, he just got up one day, quit his job to pursue his passion for fitness and from then on there was no looking back.

"I enrolled myself into Australian Institute of Fitness to become a certified personal trainer and it was not long before I was nominated on the 'Warrior board' of AIF as an influencer," says Pradeep. "After completion of the course I started doing personal training in Australia and soon realised how my plan was limited due to time. I figured I could only train about 10-15 people within 24 hours and I knew I wanted to do so much more. I wanted to impact people's lives at a much larger scale. That's when I stumbled into F45 Training which was already creating a huge wave in the Australian fitness world," he added.

Pradeep's business instincts immediately kicked in and he says, "As soon as I saw the business model, I realised if it could have such a huge impact in a country like Australia, it would most certainly be a phenomenal success and a life-changing experience for the consumers in India. Less than a year into the business and we have affected over 1,000 lives and the goal is to touch millions of lives."

The F45 workouts are nothing short of insane. 18 completely different systems that change every single day. At F45, you will never do the same workout twice. F45 is by far one of the most innovative training systems in the world. It has to be experienced, to be believed. A sentiment echoed by actor Hugh Jackman, as he says, that he has not experienced a better training system and calls it highly addictive.

Five of the world's best program-



mers work tirelessly to make the F45 experience the world's finest. Every workout is practiced and tested at their headquarters before it gets released into the market. This is just one of the many idiosyncrasies, which make F45 so unique.

Fitness enthusiasts see this as a team training facility in which members are challenged every day. High intensity workouts, the team environment, pushing your mind and body are just some of the points that make F45 a unique experience and game changer in the world of fitness. Fitness chains in India have sprung by the dozen but many of them lack the steam to carry on or transform into successful business models. F45 is here to lay all that to rest. This chain of health transformers is innovative, cost effective and incredibly systemised in their training facility.



Brett Lee

Here's a walkthrough of an F45 facility:

You enter a world of systemisation and creative genius. Over 3000 exercises filmed, with workouts changing daily. The daily workouts even play up on Plasma screens in the facility. Heart rate technology is optional, for those looking to push just that little bit harder. F45 has timing screens built in house to keep you honest and even has DJ mixes with voiceovers to make you feel right at home in F45 world. Also on offer is an incredible encyclopaedia of exercises. That's not all. F45 has apps for iPhone and Android users so that franchise owners can run their business effectively. It makes sure that client CRM & client management and booking goes ahead without a hitch. In short, it has its bases covered making it easy for one to take up franchises of their own.

Client review is a must in any business and in the health business, the results are there for all to see. That's exactly what some of the celebrities who have undergone intensive F45 workouts have said. Actress Rakul Preet Singh was so impressed by the



F45 facility that she now has opened a second franchise of F45 in Hyderabad, taking the fitness revolution forward. She said, "F45 makes you want to fall in love with working out. It's intense and extremely addictive. I look forward to the sessions and the best part is the HIIT format. It peaks ones metabolism rate so you don't really have to diet." International pace bowler Brett Lee too had praises for the F45 team, he said, "Love F45, I feel like I am training with team mates. The energy is electric and the business model is unbelievable."

This industry leader and innovative model of fitness chains has taken the world by storm and is one of the fastest growing fitness franchises world over. The low investment and faster ROI are some of the USPs of the F45 business model. F45 has already gathered a fan following in Hyderabad and invitations are out for like-minded partners who believe in the F45 revolution.

Contact Details:
FUNCTIONAL 45
Training (F45)
Website: www.f45training.in
Facebook: F45Training
Hyderabad
Call: 07396 45 45 45

Pradeep Palli,
Director, F45 India

