

Gym Consultants India:

Providing Real-Time Business Strategies to Budding Gym Owners

Working for 15 years in international sales and marketing, business development for the US and European market Ebenezer Kumar was climbing up the professional ladder but every day he realized how unfit he was becoming. He started researching about the fitness industry and found Snapfitness, a privately operated health and fitness club. Taking interest on Snapfitness' campaigns, Ebenezer approached them where instead of receiving health and fitness instructions, Ebenezer received an offer for PAN India general manager due to his extensive experience over real-time lead generation. He started working for them but soon he started abhorring the work model there. He retreated from Snapfitness and with his widespread industry expertise, impulsive health and fitness knowledge, Ebenezer teamed with Raymond Sunil and started Gym Consultants India (GCI) in 2016 at Bangalore.

Helping In Health and Fitness Journey

Believing fitness a holistic approach to secure human health and simultaneously a profitable business, Ebenezer and his mercenaries put all efforts in simplifying the whole process of setting up a gym in a cost effective manner. "I

believe in 'How Fit Is Your Fitness Business'. So, I have divided the whole journey into five simple steps - which starts with an idea, then moves to conceptualization. So, when somebody comes with an idea to start his own gym and fitness training center, we listen it. Then we provide the concept, but not in a cookie cutter model which most of the business owners do. From concept, we move to design of business plan, interiors and provide a 3D walkthrough. After we finalize the design of everything, we move into the final stage of designers budgeting,

which is followed by development phase. Once all these are completed, we launch the gym. I call it 'scratch to launch,'" explains Ebenezer. Moreover, GCI facilitates services like refurbishment of old gyms, by making it innovative.

Helping the new gym owners with managing services, GCI has created a cliché for success in this field. "We have experts in all fields who do their job and make gym launch successful. For one of our clients in Fraser town, Vivs Gym, we launched a gym that was totally a different concept as it was on the ground floor, 20-40 ft high. For another client, VK Sports, we helped to build a gym that included swimming pool and badminton court in a 55,000 sq.ft. area. Apart from that, in Indiranagar, we have another client called Ragefitness a 15,000 sq.ft. fitness center, who we helped to transform their business," says Ebenezer.



Gym Consultants India provides the most accurate data to start new business with its group of experts spread all across India



Ebenezer creates a passion for alluring work in his employees by training them accordingly. He updates them with skills and knowledge over real-time situation at different gyms. In addition, Ebenezer teaches them the front desk work required to run a gym. Because of his ingenious approach, GCI's growth has been very organic without any investor. "Me and my team visit gyms, meet the owners, understand their problems and figure out ways to provide solutions for them, that's how we pipeline profits and distribute among ourselves. Words of our work have spread very fast and we have a lot of queries coming in. Because we don't follow others, we have to set a benchmark in this particular industry being the first in this what we are doing," states Ebenezer. With future plans of buying and selling gyms and fitness centers, providing services in all the sectors in the fitness industry like any other industry, and more importantly amalgamating latest technology with gym, GCI is set to enhance health and fitness journey. (R)



Ebenezer Kumar,
CEO