

INDIA'S 1ST KIDS GYM

Shaping kids physically, So mentally



KIDS OF TODAY’S GENERATION

- Hiya stays **glued to mobile screen** for hours.
- Her **sedentary lifestyle & lethargy** has taken over the urge to go outdoor to play.
- **Lack of physical activity & unhealthy eating habits** are pushing her towards **obesity**.
- **She is experiencing behavioral issues** due to transition from traditional, inclusive parenting to helicopter parenting.
- Her overall physical, emotional and cognitive **development is on the brink** due to these changes.

CHARACTERISTICS



HIYA
CHILD

Age: 4 years

WHY TODAY'S GENERATION IS FACING THESE PROBLEMS?



Increase in Urbanization & Infrastructural developments has **reduced the access to open areas and playgrounds.**



In the Indian landscape, **the dominance of academics** tends to **overshadow** the realm of sports and fitness.



There are **No professional sports / Physical training Institutes** for young children



Helicopter Parenting has increased parental concerns about safety thereby **restricting outdoor play & physical activity.**

WHO's Guidelines On Physical Activity & Sedentary Behavior

Indian kids at a deflection point! Have a look at the current Stats:

At least
60
minutes a day

Of moderate to vigorous intensity physical activity for adolescents, most of the activity to be aerobic

At least
3
days a week

Of vigorous-intensity aerobic activities as well as those that strengthen muscle and bone should be incorporated

By 2030

1 in 10
obese children
to be **INDIAN**

Only **50%**
of the youth aged
between 6-17 years
took sports lesson
after school

4 Hrs/day
of avg. screen
time spent by kids
below 5 in India

Only
86 Mins / Week
of physical activity
by kids in India

INDIA's CHANGING MINDSET

Parents are now more focused on **the holistic development** instead of only academics



Growing Health Awareness & the fear of **childhood obesity** is boosting demand for **structured kids' activity programs**

Schools are emphasizing on children's fitness by **integrating physical education** into the curriculum

Even though there is a shift in mindset towards **Kids fitness**, **parents still lack awareness** about an appropriate & organized approach towards the same.

A Professional player is required who shall provide tailored solutions designed specifically for kids' fitness requirements

INDIA NEEDS A PROFESSIONAL PARTNER TO LEAD A REVOLUTIONARY CHANGE IN KIDS FITNESS

Welcome to

~Shaping Kids Physically, so Mentally

is a kids' Fitness & lifestyle engagement brand, working on a fundamental developmental framework integrating physical & cognitive activities for kids

Comprehensive
general fitness
programs tailored for
toddlers to teenagers

Expert trainers &
coaches for
competitive &
professional level
gymnastics

Body condition &
preparation of a child to
play different sports at
competitive levels

State-of-Art
infrastructure having
kids oriented equipment
to mould & develop
future sport enthusiasts

Safe and nurturing
environment designed
creatively to engage kids
towards healthy lifestyle

About Kids Gym



We Build **sports readiness & stimulating cognitive growth**



We offer **gymnastics and athletic development** to kids aged **9 months to 18 years**



Our curriculum is **designed to enhance overall skills** i.e. Motor, flexibility, coordination & cognitive development



Foundational platform paving the way towards varied **types of Professional Gymnastics**



Tailor made & structured body conditioning curriculum catering to fitness **demand of various other sports**

We develop a strong foundation from the grassroots, creating a **CULTURE FOR FITNESS & SPORTS SINCE VERY EARLY AGE**

PROGRAMMES AT

Toddler Gymnastics



Kids between 9 to 40 months

Athletic Development



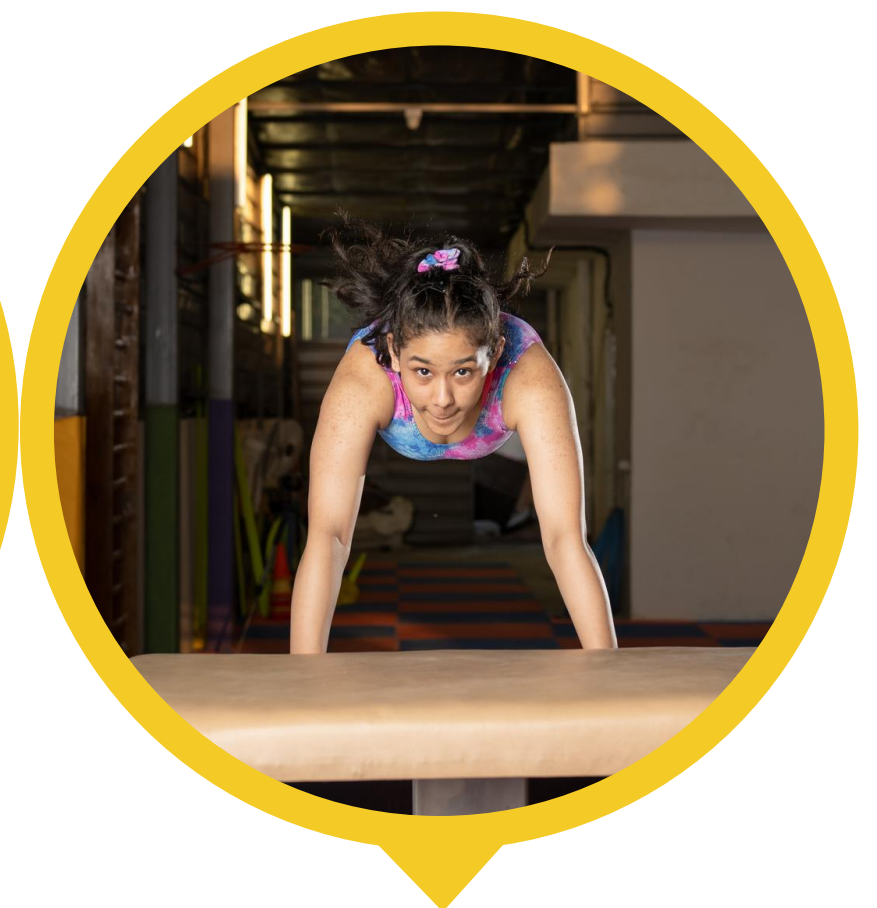
Kids between 3.5 to 13 Years

Professional Gymnastics



Kids between 4 to 15 years

Tailor-made Gymnastics Program



Fitness for professional players
of various sports e.g. fences,
pickle ball, basket ball etc.

THE APPROACH

(Spoke)

- Offers Gymnastics & General body Fitness
- Age Group : **9 Months–18 years**
- Perfect blend of Fun & Fitness
- Deeply Researched Curriculum
- Focus on Body Management, Locomotive & Object Control Skills



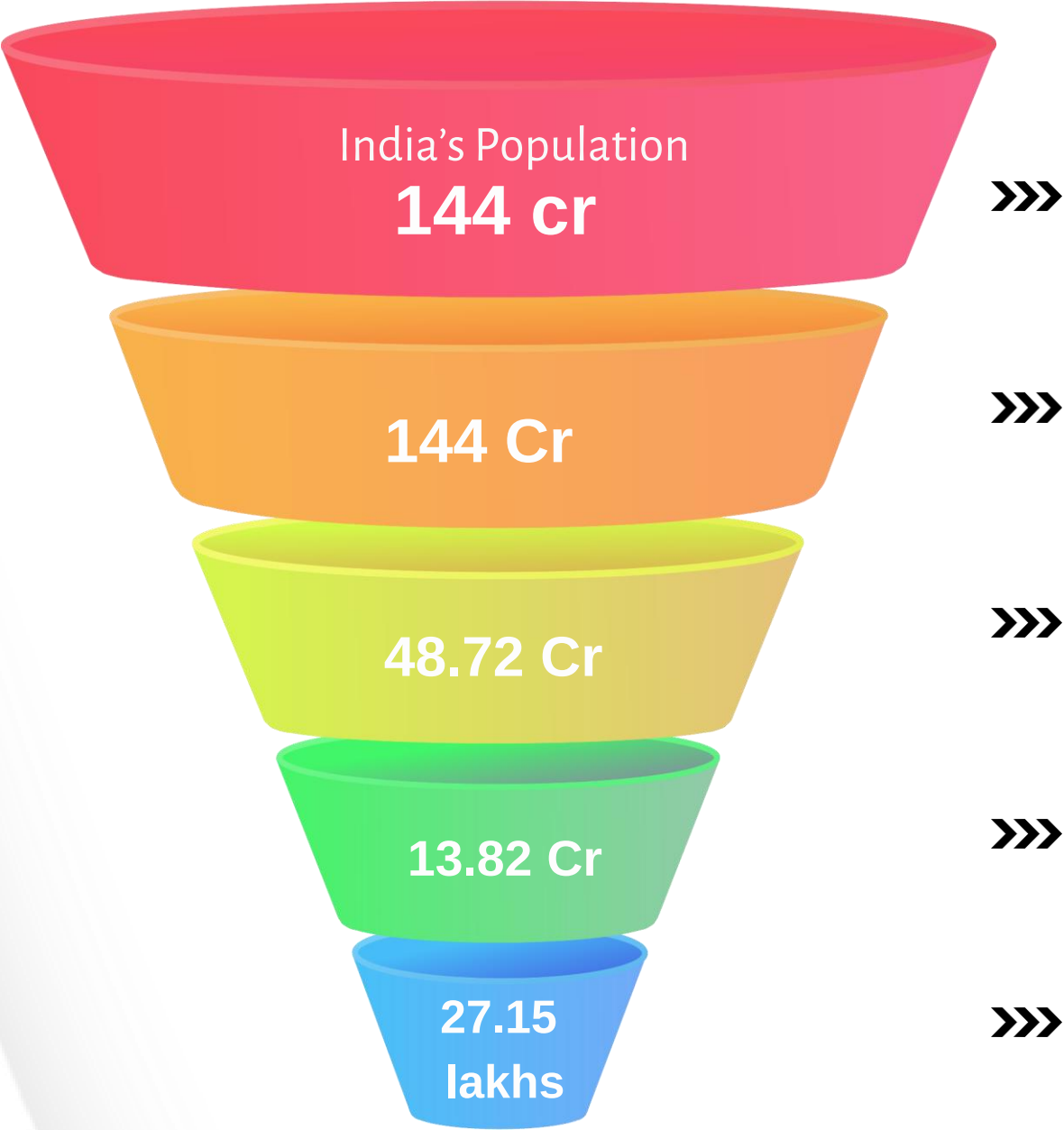
Shaping kids physically, So mentally



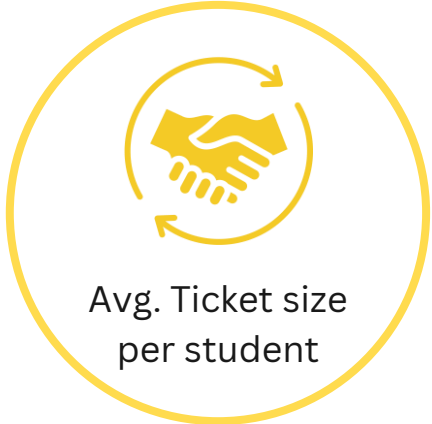
(Hub)

- Focus on **multiple types of professional gymnastics**
- Gateway to State , National & International Gymnastics Championships
- Specialized coaching & mentorship.
- Caters to Body conditioning & Fitness requirement for other sports.

KIDS FITNESS AND SPORTS INDUSTRY IN INDIA



Distribution	Tier1	Tier 2	Tier 3
Tier Wise	10 Crores	31 Crores	102 Crores
No. of Kids Aged 0-14 years	28% 2.92 Crores	32% 10 Crores	35% 35.8 Crore
% Interested in Sports	45% 1.31 Crores	50% 5 Crores	55% 19.69 Crores
Potential for	6% 7.86 lakhs	6% 30 Lakhs	6% 1.18 Crores



Avg. Ticket size
per student

INR 40,000 per year

Total Number of Potential Kids

~ 1.56 Crores

Total Obtainable Market

~ 62,400 Crores

KEY MARKET DRIVERS OF THE INDUSTRY



Growing Emphasis on Kids' Sports

WHO reports that kids in India do just **86 mins/week of physical activity**. This prompts Indian parents to prioritize exercise early



Changing Mindset towards athletic sports

in the last 3 years **Pranati Nayak**— Only Indian Gymnast to enter **Asian Games 2023 Final**, started training since she was **8 year**



Partnership Opportunities

Collaborating with schools, community centers & other youth-focused organizations can provide avenues for growth & differentiation in the **fragmented kids fitness market**



Disorganized Sector

Kids fitness remains a very disorganized sector in India. Our study reveals **~150 Kids Fitness Centers** in the whole of Bangalore

Why focuses on early beginnings?

Fostering ethical
integrity & character
development

Focus on Strength, balance,
flexibility, & Co-ordination at an
early age to build sports
readiness



Builds a strong base for future
athleticism by improving overall
health & fitness



Improved fundamental movement
skills essential for mastering sports
technique subsequently



Enhancing social interactions &
cognitive development cultivating
patience & endurance



Why GYMNASTICS ?



Improved Muscle Strength

Increased **Core Strength & Muscle toning** for kids at early age to aid quick healing



Boosted Stamina & Endurance

Boosting of Stamina and energy levels to help longer practice sessions & game time



Agility, Awareness and Quickness

Developing flexible & agile bodies **allowing quick movements required in multiple sports**



Grassroot level beginning

Gymnastics is the only sports that can be started **even at age of 6 months** when the kids muscles are still developing

State of the Art internationally certified equipment for training in GYMNASTICS –
THE MOTHER OF ALL SPORTS at

What our metrics have to say



1:7

Teacher-Student
ratio



17

National level
medalist



~7000

Students
trained



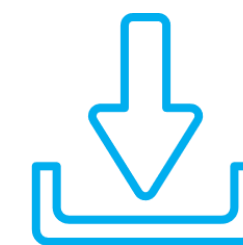
58

State level medalist



7

Professional level medalist
coaches



~2.75 Cr. ARR

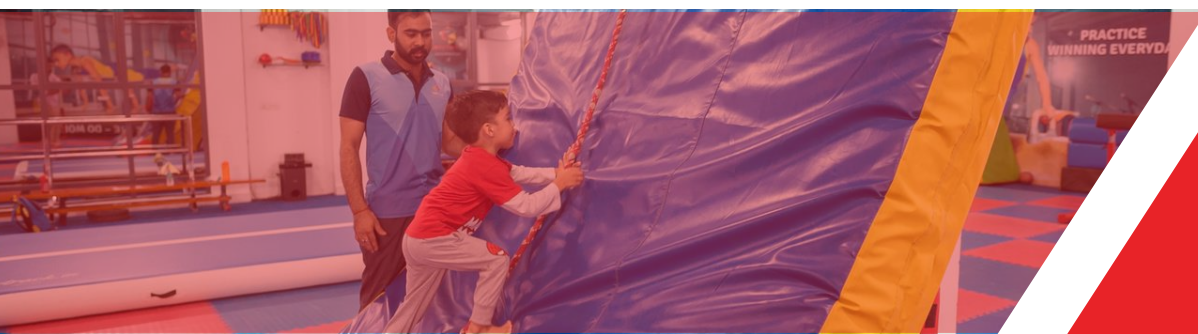
THE 5 YEAR VISION

THE ABODE OF KIDS SPORTING & FITNESS



10+

Sport Specific Fitness Program



30+

Cities covered PAN India



300+

Child Fitness Centers



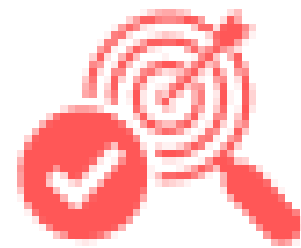
50,000 +

Students trained

ROADMAP TO BECOMING INDIA'S BEST KIDS FITNESS & SPORTS CENTER

Specialization for niches

Onboarding **specialized coaches** & **professional institute partnerships** for access to competitive sports



Partnerships for Growth

Partnering with schools having inadequate sports facilities to serve as their **Sports & Fitness Partner**



Professional Collaborations

Onboarding athletes like _____ as ambassadors and **Guest coaches**



Marketing and Branding

Intensive **digital marketing** combined with the _____ **Championships** to enhance brand visibility among the public



PAN India Expansion

Uniformly **branded Kids Fitness Centers** starting with _____ **lore**, followed by other **strategic locations** in metro cities



Service expansion

Over the next 5 years, _____ will launch specialized conditioning programs for various sports, including **fencing, mallakhamb, swimming, wrestling, pickleball** etc.



WHERE INDIA STANDS IN THE GLOBAL COMPETITION

RANK	TEAM	TOTAL GAMES	TOTAL MEDAL
1st	United States	28	2,636
2nd	Sovient Union	10	1,122
3rd	Germany	25	974
4th	Great Britain	29	916
5th	France	29	764
6th	China	11	634
56th	India	25	35

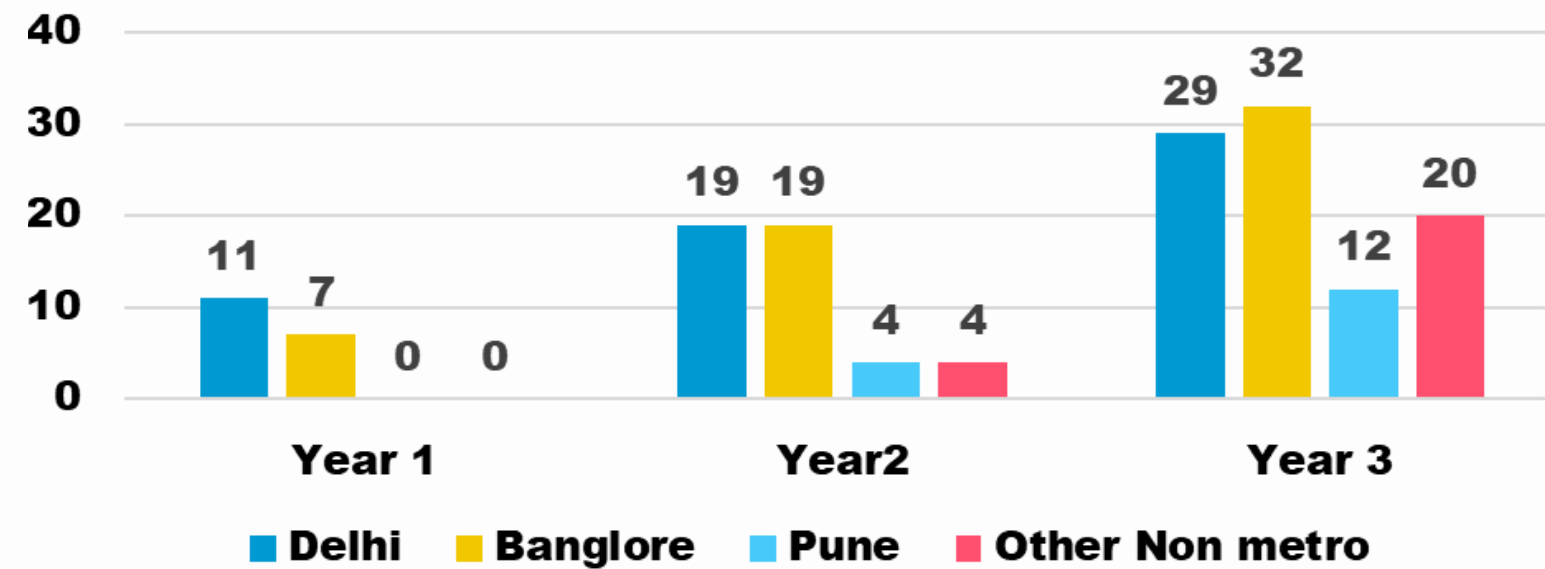
INDIA HAS NOT YET WON ANY MEDALS IN OLYMPICS FOR GYMNASTICS

Vision for India Olympics - 2036

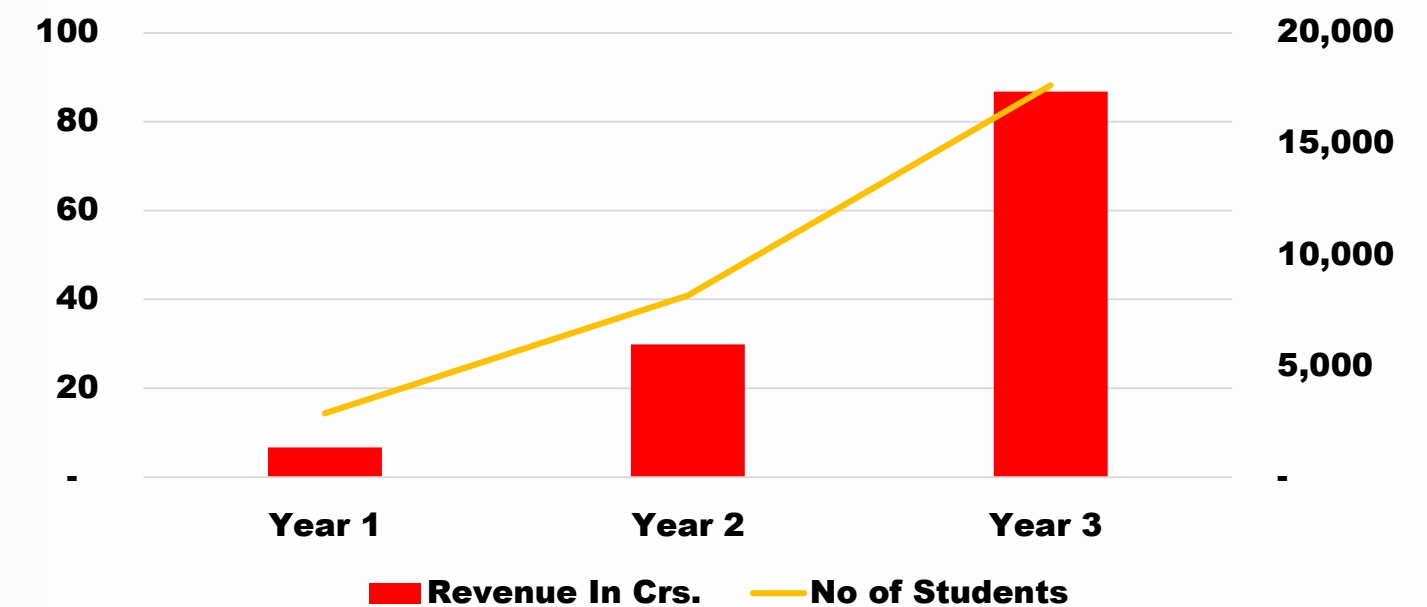
- Partnership with **India's Gymnastics Federation** to groom talent for Olympics **2036** ensuring Maximum participation for gymnastics from [redacted]
- [redacted] will train majority of the Indian participants of various sports for their fitness and body conditioning requirements .
- [redacted] will conduct elite gymnastics camps before the 2036 Olympics, uniting top coaches and athletes for focused training.

Project Metrics

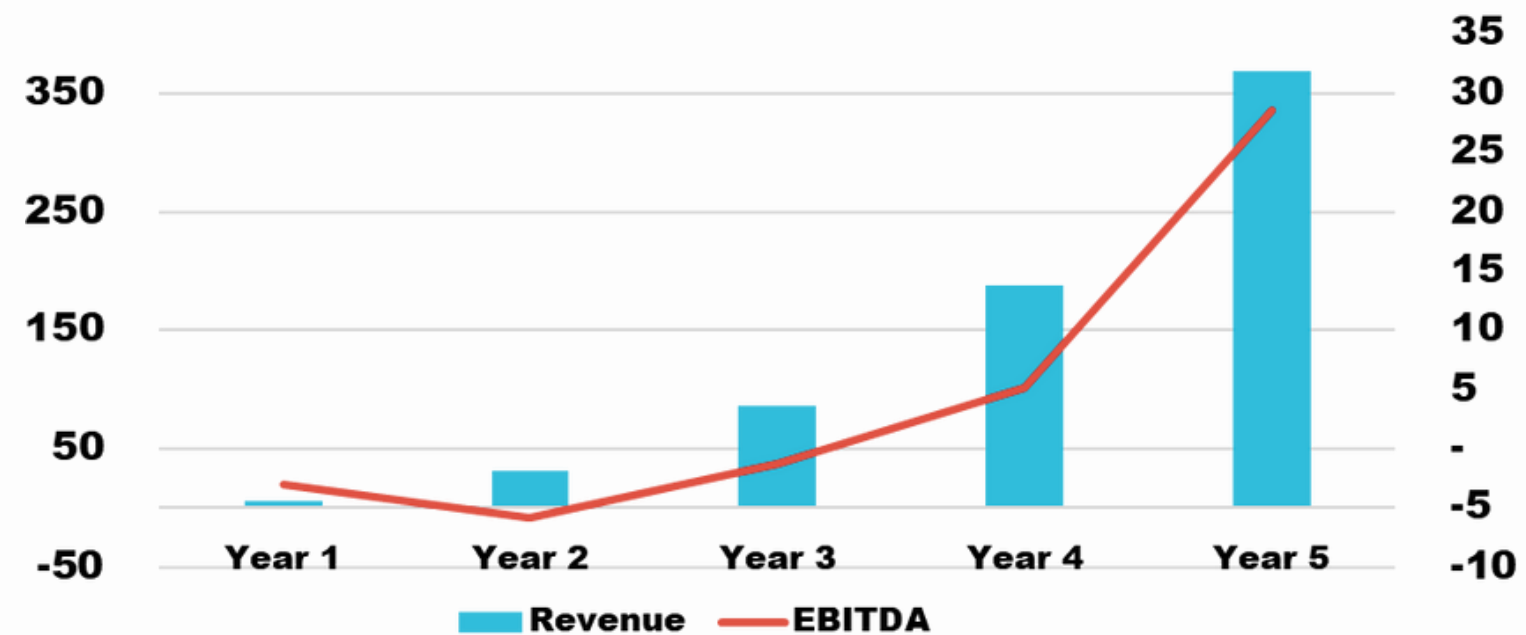
City wise No. of Centers



Revenue vs No of Students



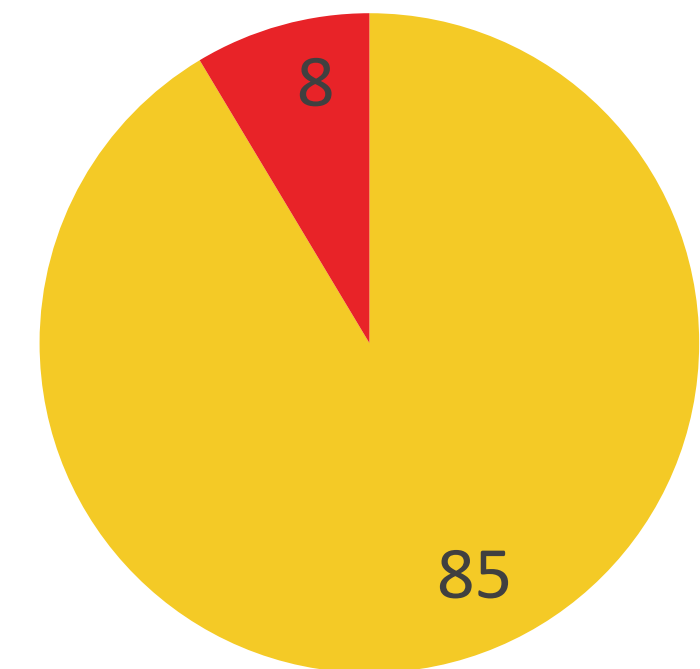
INR in Crores.



SPOKE & HUB MIX

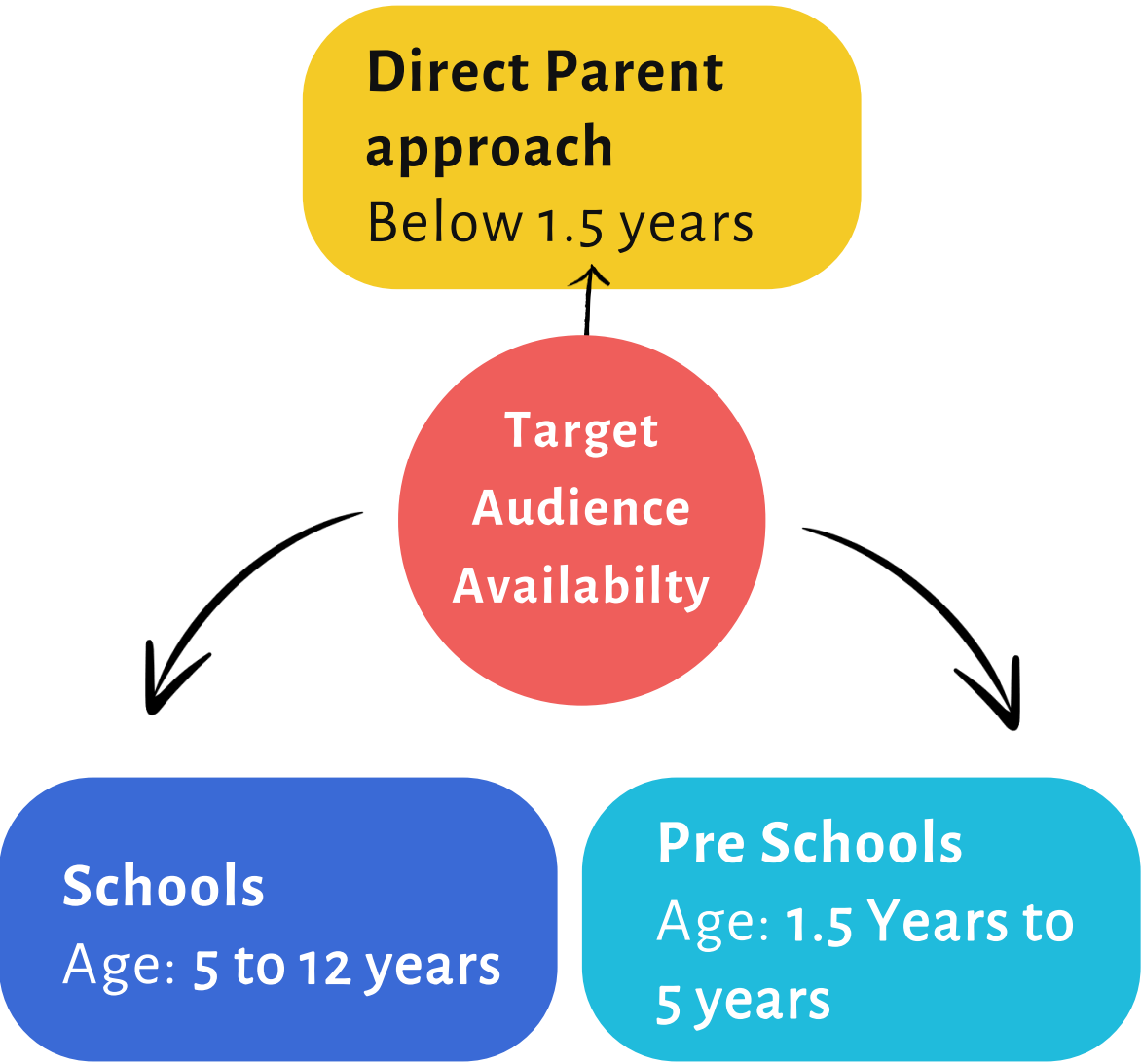
Spokes

Hub



PARTNERING OUR WAY TO SUCCESS

TARGET AUDIENCE



*Kids from 9 Months - 12 Year Old

The **Pioneer** of Transformation of **Sports** and **Kids** Fitness from an “**ELECTIVE** to an **ESSENTIAL**”

Cities	Total Top 3 branded Pre Schools	Unbran ded chains	Total PS	Avg Stud ents per PS	Total	%	Custom er base
Bangalore	326	489	815	80	65,200	5%	3,260
Mumbai	74	111	185	100	18,500	5%	925
Hyderabad	213	320	533	100	53,250	5%	2,663
Pune	171	257	428	80	34,200	5%	1,710
Total	784	1176	1960		1,71,150		8,558

Leveraging the pre school going crowd, offering them **specialized Kids Fitness services** & attracting **volumes**, in turn **minimizing gestation period**. Leaping over the “new comer resistance” entry barrier creating a **WIN-WIN situation** for both

Benefits from the Partnership

Pre School / Schools

- Sports integration
- Recognition and Awards
- Scope of charging a premium
- Referral fee/Fee Sharing

- Lower gestation (mass admission)
- Leveraging partner goodwill
- Eradicating Competition
- Brand Recognition



OUR ROAD AHEAD

Year 1

No. of Centers : 18

No. of Cities : 2

Expanding to other cities

Engaging **central teams** to establish a **brand & maintain Standardization**

Year 2

No. of Centers : 46

No. of Cities : 4

Specialised fitness Curriculum for 2 other sports i.e Fences & Pickleball at Hub Centers.

Expanding centers into existing cities along with introduction of trampoline Gymnastics.

Year 3

No. of Centers : 93

No. of Cities : 8

Introducing fitness curriculum for **3 more sports at Hub centers.**

Establishing **Inter-centre** **leagues** and championships

Engaging **renowned national level athletes as brand ambassadors your survival**

Year 4

No. of Centers : 163

No. of Cities : 10

Training of all forms of gymnastics in various centres

Ensuring top national athletes are from centres

as the leading fitness & sports brand and one stop solution for budding athletes

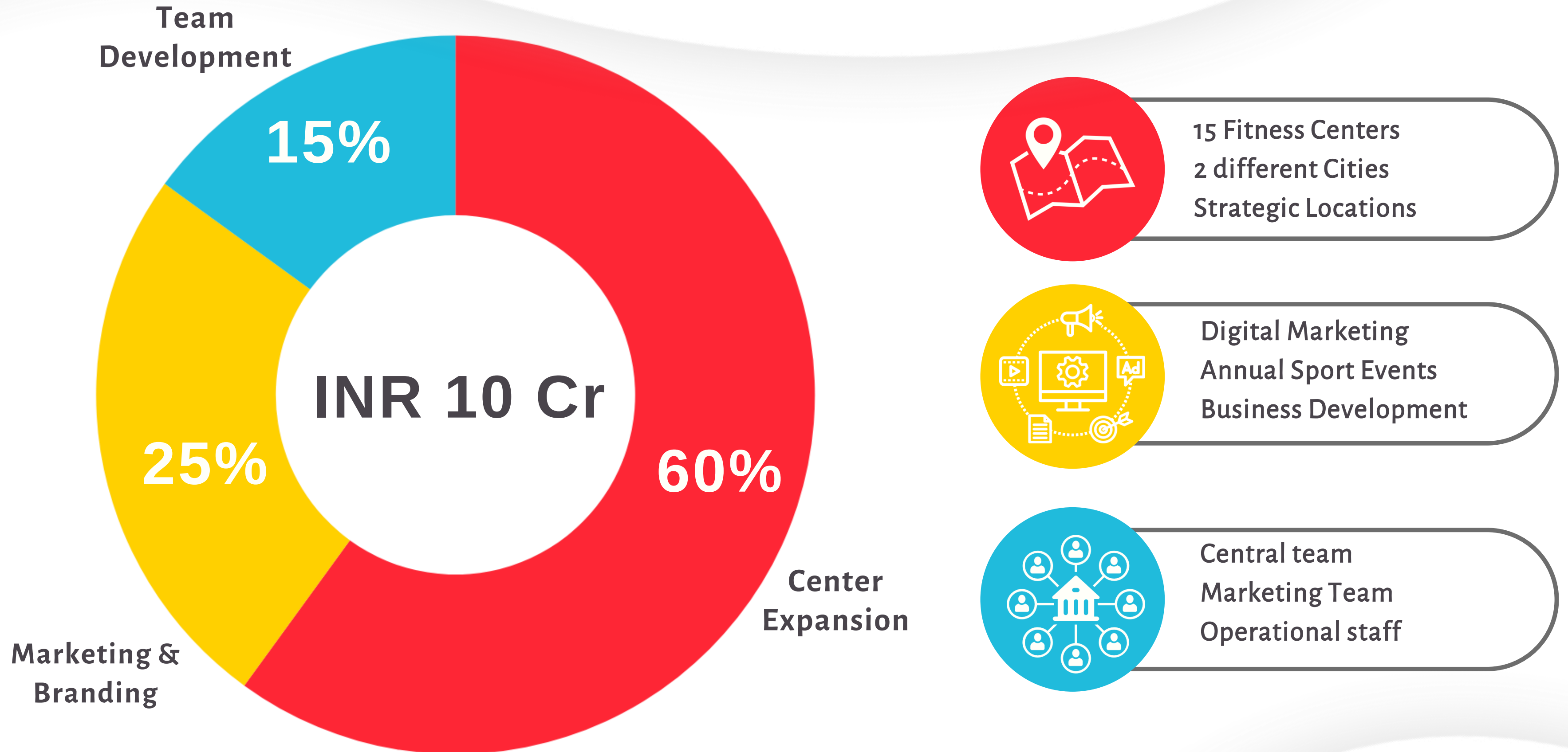
Our Founders

- 
- A photograph of three individuals, two women and one man, standing side-by-side. They are all wearing blue short-sleeved polo shirts. The person on the left is a woman with dark hair, the middle is a man with dark hair, and the person on the right is a woman with dark hair and her arms crossed. The background is white with large, overlapping circular shapes in red, yellow, and blue.
- [REDACTED] holds an **MSc in IT from Manipal University** and a Bachelor's degree in Textile from Vanasthali University.
 - Always excelling in sports, she has played chess and badminton, along with achieving accolades as a district-level track and field athlete in her university.

- [REDACTED] holds a **B. Tech in IT from [REDACTED]** and boasts over **18 years of experience** in the software industry.
- With extensive experience at Accenture and Sopra Steria, [REDACTED] is also a **multi-sport achiever**, excelling in football, cricket, and badminton at national and state levels.

- [REDACTED], an **SRCC [REDACTED] graduate**, demonstrates **15+ years** of HR proficiency gained at TERI, MERCER, Orange, and Sopra Steria.
- With a **background in district-level athletics** encompassing sprints, shot put, discus, and javelin, [REDACTED] embodies our commitment to fostering active, vibrant childhoods.

Fund Ask & Utilization



Our Testimonial & Media Coverage

28th Year of Publication

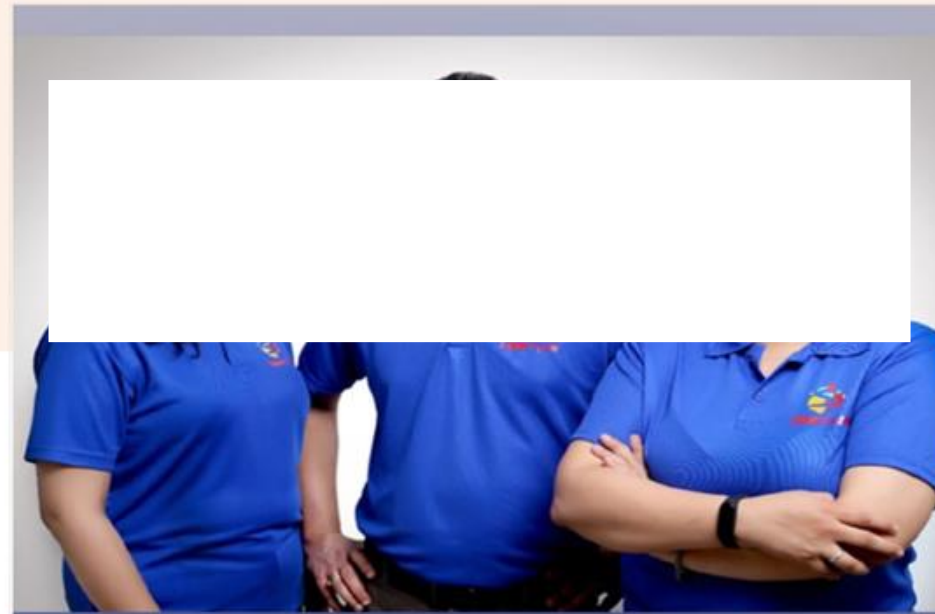
Business Standard

Empowering Children with Fitness and Sports Programs aligned with Fun based Activities



Business Standard

First and fastest-growing kids gym chain launches digital avatar



★★★★★ 3 months ago

I enrolled my daughter for a 3 month program after attending the demo class. She liked it a-lot. Initially we thought it would be stressful for kids but i was wrong. The ambiance is great for kids (both hygiene and security wise) . Staffs are friendly and humble. Everyday, coaches here use different techniques and games for kids to make learning fun. Best part for parent - that they have designated parents corner with cctv access to gymnastics floor where one can see their little one all the time. All I can say that my daughter enjoyed it so much that I continued my journey. I hope to see a long term relationship.

★★★★★ 6 months ago

Amazing place for kids!
Sending my kid for gymnastics, and i can see the results, the confidence is building and activity levels are up, made new friends there and always super excited to go back. Coaches are very good and supportive.

★★★★★ a year ago

Great place for gymnastics. Teachers are awesome. Center is well maintained, management is very supportive. Both the teachers take utmost care of each child's individual progress and requirements. Well planned professional exercise regimen with fun filled activities. Children find it quite interesting. They keep encouraging them to overcome the shortcomings. Really happy with the coaches. Thanks you guys



**PRACTICE
WINNING EVERYDAY**

THANK YOU!



Artistic Gymnastics

Classified as Women's and Men's Artistic Gymnastics, **develops the ABC's of physical activity** – Agility , Balance , Coordination & Speed.

Trampoline Gymnastics (TRG)

TRG showcases high-flying jumps, somersaults, and twists in fast-paced routines **providing core importance to Balance, Co-ordination & Muscle Development.**

Acrobatic Gymnastics

Performed in Pairs , it enhances strength, flexibility, and coordination, **benefiting athletes in sports like diving, cheerleading, dance, martial arts, and figure skating.**

FORM OF GYMNASTICS



Rhythmic Gymnastics

Fusion of **ballet, gymnastics, and performance art** exclusively performed by women showcasing graceful movements with hoops, balls and ribbons.

Power Tumbling Gymnastics

Power Tumbling, a form of advanced trampoline training requires tremendous **spatial awareness, strength & Co-ordination.**



ALSO THE DOORWAY TO PROFESSIONAL GYMNASTICS

To SEASONED
CHAMPIONS.....

From TODDLER
GYMNASTICS.....

LEVEL 1

Foundation
Inter team Academy

LEVEL 2

Participation stage
District / State
level

LEVEL 3

Performance
District / State
level

LEVEL 4

Elite
National &
International Level

“PROFESSIONAL TRAINING & ASSISTANCE FOR THE CHAMPS FROM THE GRASSROOT LEVEL TILL
THE PINNACLE OF SUCCESS”