



KENZO FITNESS

ABOUT US

Kenzo Fitness builds **premium fitness destinations** for modern India.

With high-impact infrastructure, a strong community-driven culture, and structured business systems, we create centers that are both aspirational for members and profitable for partners.

Kenzo is not a traditional gym – it is a **performance-driven fitness brand** designed to scale.

Certified trainers



World-class equipment



Customized programs



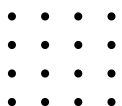
10,000+ members served



Strong community culture



Recognized as an Emerging Fitness Brand in Navi Mumbai



FOUNDER'S MESSAGE

Kenzo Fitness was built on a simple belief —
fitness transforms lives.

What began as a vision to create strong bodies evolved into a mission to build strong communities and sustainable businesses. We are not expanding for numbers, but for purpose. If you believe in building something meaningful and long-term, I invite you to grow with us. Let's build strength that lasts.

Abhishek Kumar, Founder
Jyoti Singh, Co-Founder

VISION 2030







To build a nationally recognized premium fitness network with 100+ performance-driven centers across India. Kenzo Fitness is not expanding randomly. **We are expanding strategically.**



MARKET OPPORTUNITY



THE RIGHT INDUSTRY. THE RIGHT TIME.

-  Rising health and wellness awareness
-  Increasing disposable income in urban markets
-  Rapid residential & commercial development
-  Growth in subscription-based consumer spending
-  Strong demand for premium fitness environments
-  Recurring revenue business model



WHY KENZO



AFFORDABLE INVESTMENT
MODEL (₹1.5–5 CR)



LOW, FIXED ROYALTY
STRUCTURE (₹1 LAKH/MONTH)



ON-GROUND
EXECUTION EXCELLENCE



FASTER BREAK-EVEN
(24–36 MONTHS)



FOUNDER-LED
OPERATIONS

CATEGORY	KENZO FITNESS	OTHER BRANDS
Pricing & Accessibility	Affordable premium pricing; Tier 2/3 ready	High pricing; limited reach
Community & Engagement	Strong community focus; high retention	Transactional; low engagement
Formats & Flexibility	Multi-format fitness offerings	Limited or single formats
Franchise Model & ROI	Faster ROI (24–36 months)	Slower break-even
Technology & Systemisation	CRM, SOPs, digital marketing	Rigid or low-tech systems

FRANCHISE MODEL



WHAT YOU RECEIVE AS A FRANCHISE PARTNER

Location feasibility study



Layout & design planning



Equipment selection & sourcing



Recruitment support



Sales & operations training



Marketing strategy



Pre-launch & launch support



Ongoing business mentorship

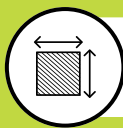


YOU INVEST.

WE BUILD THE SYSTEM WITH YOU.



INVESTMENT & RETURNS



Area Requirement :
5,000+ sq. ft.



Investment :
₹1.5 – 5 Cr



Break-Even :
24–36 Months



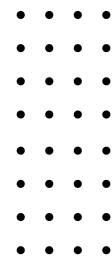
License Fee :
₹15 Lakh (5 Years)



Sustainable Long
-Term Growth



Fixed Royalty :
₹1 Lakh/month



**OWN YOUR PASSION.
OWN KENZO.** **ENQUIRE NOW!**



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Kenzofitness



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