

K11 Fitness Management Company Private Limited

Proposal Summary

Proposing Organization	K11 Fitness Management Company Private Limited
Implementing Agency	K11 Fitness Management Company Private Limited
No. of Trainees in 10 years	54,642
No. of Centres	8 Centres
Location(s):	Gujarat, Kolkata, Delhi, Chandigarh, Hyderabad & Bangalore
Sectors Targeted	Beauty and wellness
Project Cost (Total)	Rs.8.07 Cr.
Sourcing Model	K11 is an established brand in imparting training to personal trainers. Many renowned fitness centres are recruiting personal trainers certified by K11. Further, the centres at Mumbai & Pune centres itself attracts numerous students from different parts of the country which has prompted the promoters to consider expansion in other territories. The existing brand image along with aggressive marketing and assurance of building a career in the fitness industry will enable the project to source the trainees.