



Welcome to the **CARBON CLUB**



Catalysing India's dream for a healthy future, INDIA's First Wellness and Fitness brand **CARBON**, is geared up to induce the adrenaline rush by reshaping the extraordinary fitness regimen and blending it with a balanced lifestyle. **CARBON** brings an unrivalled fettle experience for all the health enthusiasts with the phenomenal Carbon Gyms.

CARBON Gyms offer a curated series of workout routines along with several other fitness subsidiaries such as diets consultation, pro shop and a lot more, designed by our top-notch trainers and fitness coaches that help our clients reach their fitness goals faster without losing the tremendous dedication in their journey to live a healthy lifestyle. Additionally, other than the basic facilities such as strength training and cardio, we also offer a range of other in-house fitness facilities including Pilates, TRX, swimming pool, sauna, Steam, Ice bath, freestyle, group training, etc. **CARBON** Gyms is the most sought-after fitness centre that aims to transform your fitness journey and sculpt your body with its bespoke fitness facilities.



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CARBON ANTHEM



The **CARBON** is not just a gym, it's a lifestyle. A modern take on fitness that flips your world up-side down. We believe in creating an environment where our clients and staff can feel comfortable. A place where you can be yourself and everyone is treated as an equal. Our goal is to create an unforgettable fitness experience that uses raw training perspectives and pampers you with outstanding hospitality. We provide a unique experience to our clients to have a unique take on health and fitness where they have access to Classes, Personal Training, **CARBON** Events, and friendly staff members who will help them achieve their goals. Our team is made up of knowledgeable, passionate, and creative individuals who make The **CARBON** experience one of a kind. The CARBON anthem is to **CREATE A RATIONAL BEGINNING ONE NATIONAL** in the fitness industry top erase the myths of fitness hereby empowering an individual which redefines BODY, MIND and SOUL.

INDIA'S BIGGEST GYM FACILITY

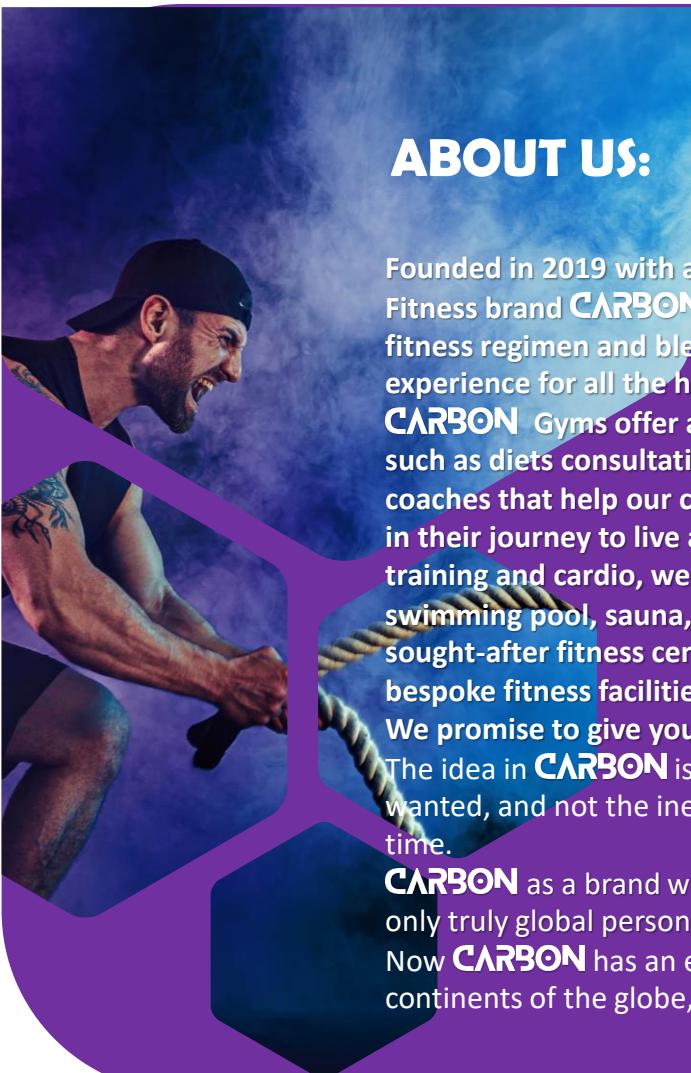


CARBON IS ONE OF INDIA'S BIGGEST FITNESS FACILITY WITH AN AREA OF 51000 SQFT.

"WE DEFINE PERSONALITY"



WE PIONEER TECH BLENDING THE SCIENCE AND ART OF PERSONAL COACHING



ABOUT US:

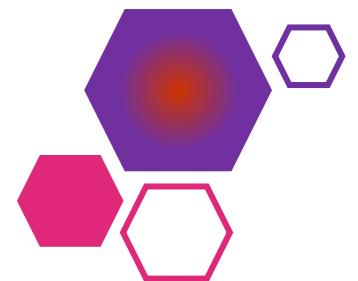
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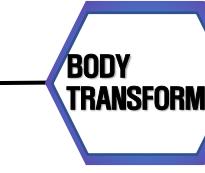
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We promise to give you an Unrivaled access to today's best-in-class brands—wherever, whenever. The idea in **CARBON** is to create a place where people knew they could train and get the results they wanted, and not the ineffectual 'fitness fluff' that pervaded the Indian training and fitness industry at this time.

CARBON as a brand will change the face of the industry and rapidly expanded to become the world's only truly global personal training business.

Now **CARBON** has an elite team of trainers operating in our private personal training gyms across four continents of the globe, helping thousands of clients achieve life-changing results.



**A CULTURE OF EXCELLENCE
WITH NO EQUAL.**

CARBON VISION



Our vision is to create an unforgettable fitness experience that uses raw training perspectives and pampers you with outstanding hospitality.

'Results, not promises' is a maxim deeply ingrained in our DNA at CARBON Gym.

Founded on values of integrity, accountability and unwavering excellence, our singular focus is delivering a life-changing experience, world-class results and real return on investment for every client.

WHAT MAKES US DIFFERENT?

CARBON has the most believed pre-eminent personal trainers on the planet. No other fitness business comes close to competing with the scale, depth and consistency of incredible results we achieve for clients.

We are meticulous in our attention to detail, rigorous in our application of intelligent process, and driven to relentlessly improve our methodologies and refine our results.

While many attempt to emulate our model, the results-driven culture of excellence and accountability we have painstakingly built over the years at CARBON can never be replicated. It's what sets us apart as world leaders in our field.





CARBON MISSION



Catalyse the health revolution in India by enhancing the well-being of the **MIND**, **SOUL** and **BODY** by catering to the overall fitness needs of the masses. To be known as a one-of-a-kind fitness haven across the nation that offers innovative and finely curated workout practices with the highest degree of professionalism.

To create an environment where our clients and staff can feel comfortable. A place where you can be yourself and everyone is treated as an equal.

Our goal is to create an unforgettable fitness experience that uses raw training perspectives and pampers you with outstanding hospitality.

To focus more on **MENTAL HEALTH** rather than using the unorthodox methods of training.

Our clients experience a unique take on health and fitness where they have access to Group Classes, Personal Training, **CARBON** Events, and friendly staff members who will help them achieve their goals.

The mission of CARBON is to "CREATE A RATIONAL BEGINNING ONE NATIONAL" (which stands for C-A-R-B-O-N) and to eradicate the false myths of bodybuilding , fitness and training and redefine the **BODY** ,**MIND AND SOUL** defining a new personality.

We strongly say **BELIEVE** in loud strong thought with the mission "**TO DEFINE A PERSONALITY**"

CARBON MIND

CARBON SOUL

CARBON BODY

What makes us different?

CARBON will be the world's only truly global Wellness, fitness and training business. We have built an effective training and luxury wellness model that delivers the same outstanding results across multiple countries and continents with thousands of different clients.

No other business comes close. What has allowed us a consistent service with consistent results is the unique culture we have built here.

We create a **culture of excellence**

Our model can often be imitated, but our culture can never be replicated.

It is a culture of excellence that is built on layers of accountability from the initiate trainer right up to the global CEO. We track everything and leave nothing to chance.

Every one of our senior leaders nationally has come through the ranks of our rigorous junior mentorship program. So, from the bottom up, every member of the team shares our vision and lives and breathes our results-driven ethos.



OUR CULTURE



We are active

We hold ourselves in high esteem. We are heaven and earth. Our trainers are the best in the business. But there is no magic. It's all about hard work and attention to detail.

We have it all

Everything is set up to your needs. Our gym is the best in the arena and system. Our personalised training programme is designed to suit all levels. Our global network of studios means you can train anywhere. All of this means you get the best value for money. And our customer service process is second to none.



We are **singularly focused on your results....**

We are driven by your goals at Ultimate Performance, and we live and die by your results. Our ‘maximum results, minimum time’ mantra is in our DNA. With our trainers, success is incentivised and demonstrating tangible evidence of results is richly rewarded.

This tangible evidence that a client has enjoyed a significant return on their investment is the only way to progress their careers. Unlike the rest of the fitness industry, we don’t pay more pro-rata for delivering higher session totals. Instead, each and every trainer only gets promoted or paid more money by demonstrating hard evidence that we are delivering on our promises to our clients.

We **pioneer tech blending the science and art of personal coaching....**

With the modern fitness industry, people are drowning in meaningless metrics on apps created by tech companies – not by fitness experts working closely with real people with real challenges at the ‘coal face’.

What is singularly different about Ultimate Performance is that we pioneer new technology, battle-tested in the trenches with thousands of clients. This proprietary tech synthesises the evolving science of human performance data tracking with the art of personal coaching.

Working with us, you don’t just get a trainer – you get a whole team of experts focused on your well-being. This includes our 25-strong in-house tech development arm that is dedicated to working with our personal training team to create and iterate on technology products that bring tangible benefits to you, the user.

We pride ourselves on **honesty, integrity and partnership!!**

Our ethos is built on values of honesty and integrity. So when it comes to your health, we tell you exactly what you need to hear to get the outcomes you want, as you would expect from any professional advisor.

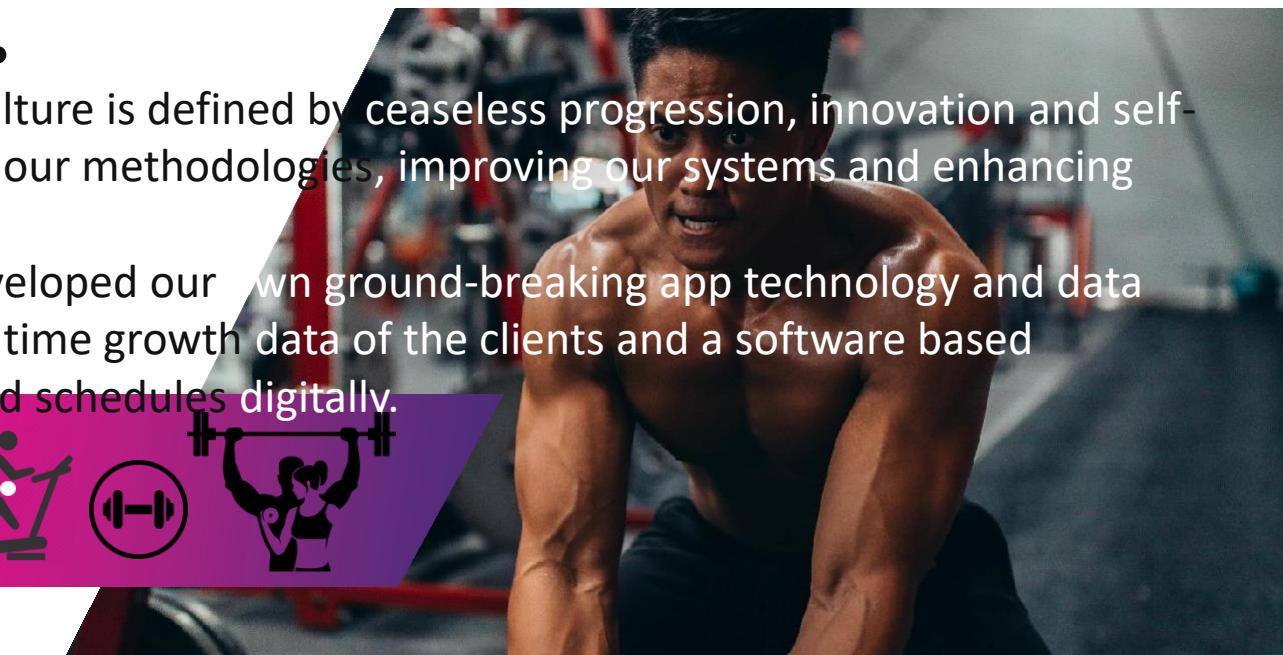
We care deeply about your results. We know that achieving the exceptional requires a partnership where the client and trainer are invested in the process together.

Our unique, results-driven approach means we are more than just a personal trainer. We are an expert coach, a trusted advisor and a professional partner supporting you around the clock and managing every aspect of your journey.

We never stop **evolving our methods.**

Like you, we are on our own journey of transformation. Our culture is defined by ceaseless progression, innovation and self-improvement. Everything we do is driven towards sharpening our methodologies, improving our systems and enhancing our results for clients.

We invest in our own research and development. We have developed our own ground-breaking app technology and data analytics which shows clients and enable trainers to show real time growth data of the clients and a software based solution for trainers to keep track of their training to clients and schedules digitally.



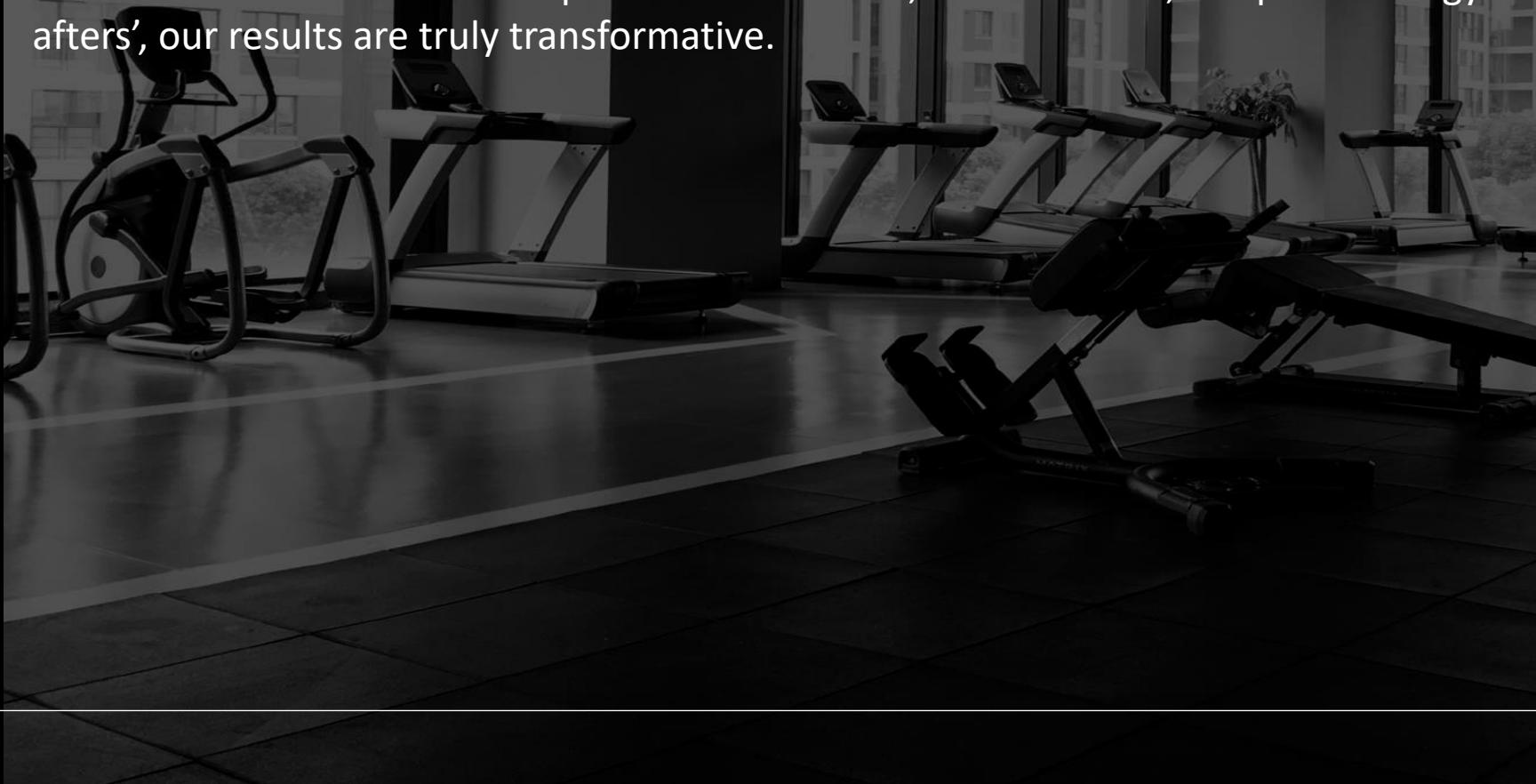


We deliver outcomes way beyond a ‘before and after’!

We are known for our eye-catching physical transformations. But only 30% of our clients come to us looking for a ‘six-pack’.

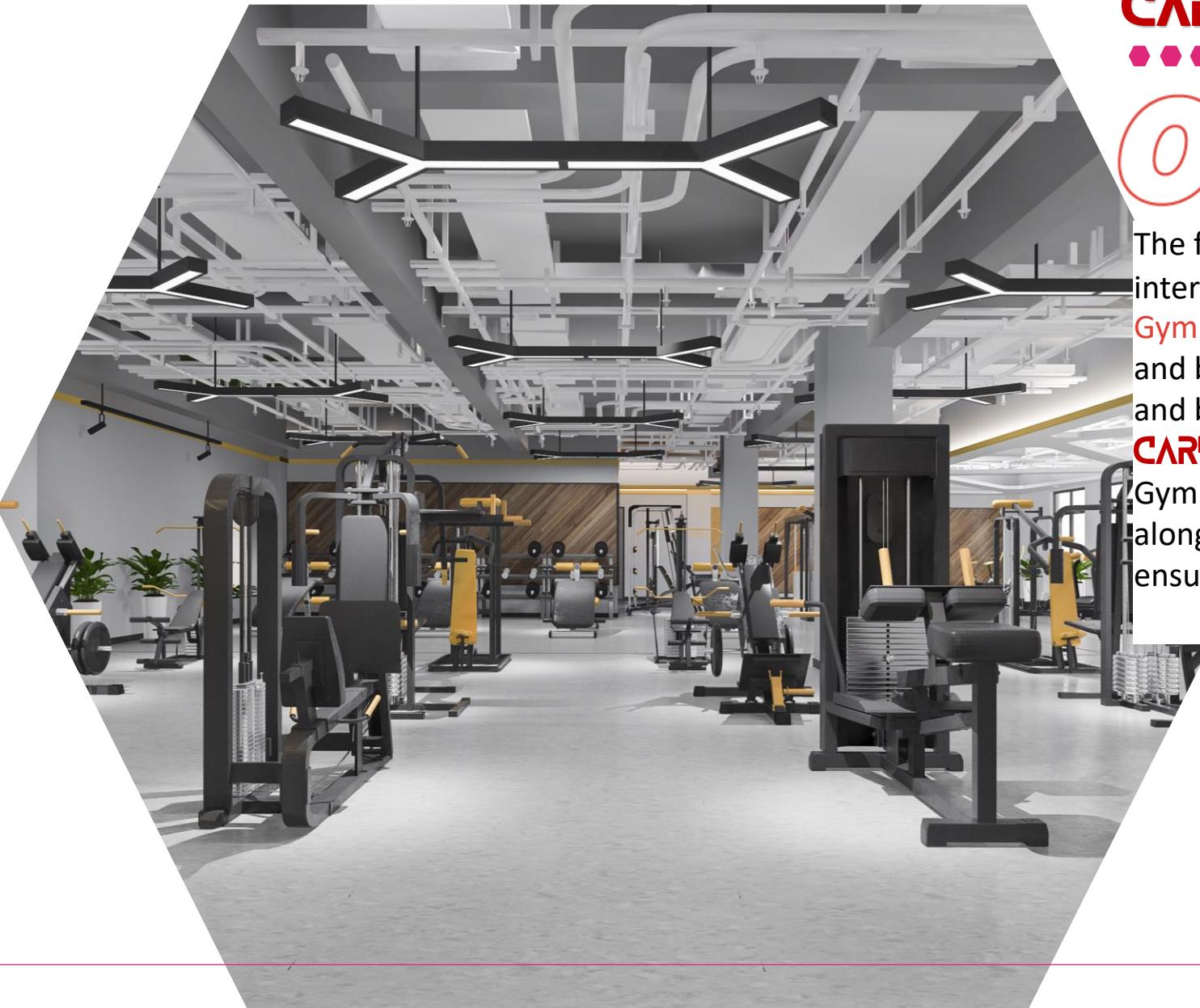
For everyone else, health and vitality are the main motivating factors. We track every metric imaginable to show our clients tangible outcomes for their health.

Our data allows us to demonstrate life-changing improvements in objective health measures, such as blood pressure, cholesterol and BMI. But also qualitative measures, such as mood, sleep and energy levels. More than just ‘before and afters’, our results are truly transformative.



CARBON SERVICES





CARBON FEATURES



01

Sublime Interiors

The fine craftsmanship is reflected in the aesthetically pleasing interiors and scientifically motivating design of **CARBON Gym** that gives its members a unique environment to work out and balances lights and colours in a way that reduces their fatigue and boredom.

CARBON Gyms exclusively utilise our tried and tested Carbon Gym Equipment that are manufactured through careful research along with ingenious yet skillful fabrication of the equipment ensuring unrivalled quality and usability.



CARBON FEATURES

02

Certified Trainers

CARBON Gym houses the most coveted and certified professional trainers with many years of expertise in training people to become fit & stay healthier. These fitness experts work with our members and are with them at every step of their journey as they turn their bodies into fortresses of fitness.



CARBON FEATURES

03

Carbon-edge Equipment's

CARBON Gyms exclusively utilise our tried and tested FTV Gym Equipment that are manufactured through careful research along with ingenious yet skillful fabrication of the equipment ensuring unrivalled quality and usability.

CARBON FEATURES

04

Exclusive Pilates Studio

Pilates improves flexibility, builds strength and develops control and endurance in the entire body. It puts emphasis on alignment, breathing, developing a strong core, and improving coordination and balance.



CARBON FEATURES

05

Calisthenics

Calisthenics is understanding how to use your body as one unit. It is a form of strength and power training, through only compound bodyweight exercises, which aids in the improvement of posture, body control, core strength and muscular endurance. Our Calisthenics class is perfect for all levels as it will develop basic level of coordination, stability and muscular control.





CARBON FEATURES

05 Nutrition Bar

- Gym café
- Recreational area
- Wall mountain climbing
- Safe and secured
- Valet parking
- Digital engagement screens
- VR Training

CARBON FEATURES

06

Recreational Area



CARBON FEATURES

07 **Safe and Secured**



CARBON FEATURES

08

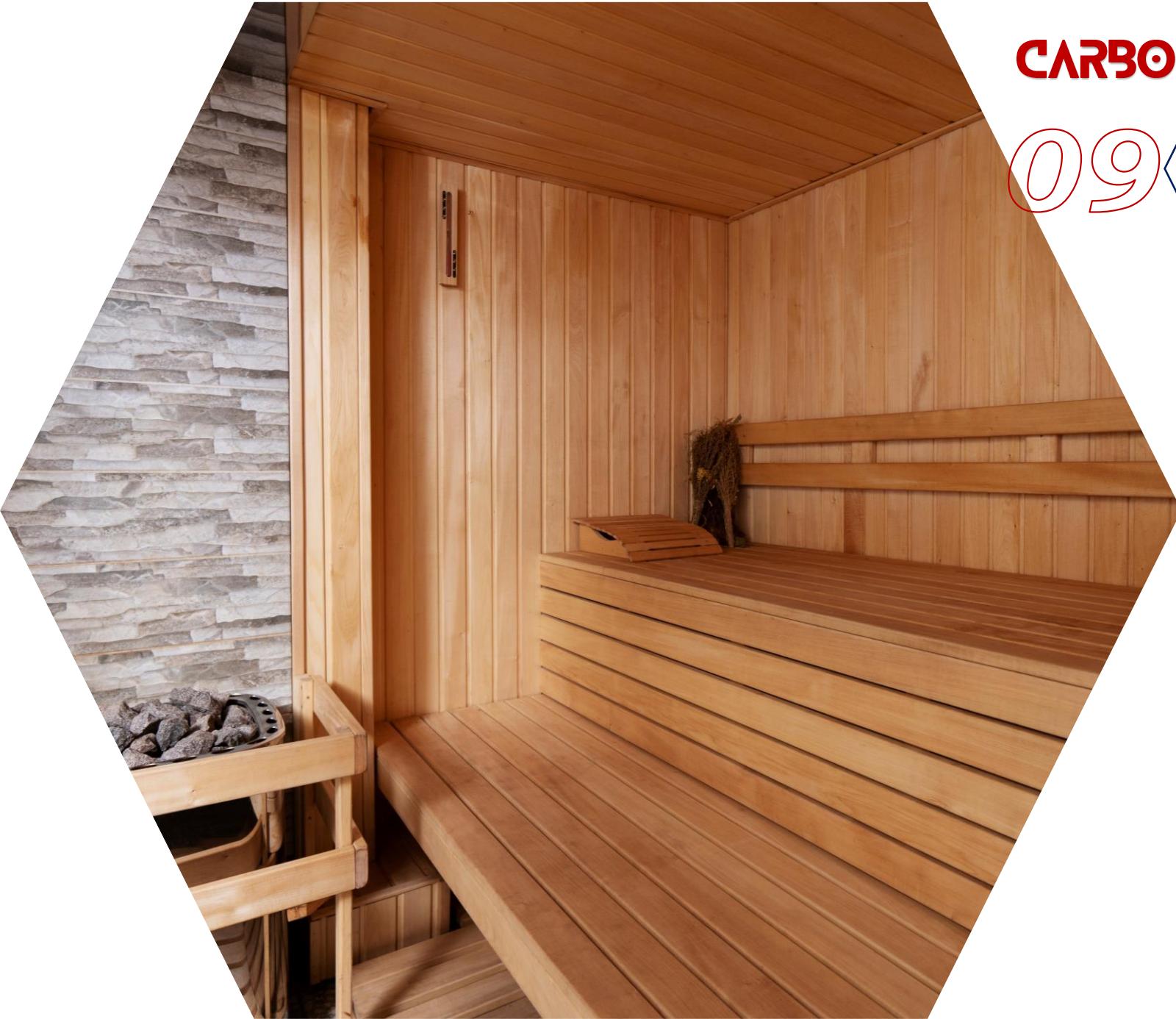
Real-Time Digital Data



CARBON FEATURES

09

Sauna ,Steam & Ice Bath



CARBON FEATURES

10

Virtual Zone



CARBON FEATURES

11 Elite Locker & Lounge Arena



A photograph of a shirtless man with a muscular build climbing a light-colored concrete wall. He is wearing black shorts and is using several colorful climbing holds (yellow, green, purple, grey, blue) to ascend. His back is to the camera, showing his trapezius and latissimus dorsi muscles. The wall has a textured, slightly weathered appearance.

CARBON FEATURES

12 Wall Climbing



CARBON FEATURES

13 **Valet Parking**

WHY CARBON ?

04

Culture of excellence

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05

Results backed by science

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06

Tech and Data-driven methodologies

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01

Real return on investment

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02

World-class certified personal trainers

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03

Unparalleled elite scale and facilities

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360° FRANCHISEE SUPPORT



SITE ASSISTANCE

Site selection and architectural assistance



IT SUPPORT

IT and software support. Carbon has a well-defined and smooth software and IT solution software and an app which is much more Client and franchisee oriented.



PRESALES AND MARKETING

Pre-sales planning and support and material related to social media and marketing plans for franchisee presence.



RECRUITMENT TRAINING ONBOARDING

Recruitment of staff(sales,admin,trainers,marketing) and backhand support and time to time in-house training.



360° FRANCHISEE SUPPORT



ELITE GYM
DESIGN AND
INTERIOR
PLANNING

CRM SOFTWARE

Premium and elite
equipment's guidance



MEMBER
INTERACTIVE
DATA AND
SUPPORT

MONTHLY
CONFERENCE
CALLS AND
WEBINARS

SUPPORT
CYCLE



A POCKET
FRIENDLY ALL-
ROUND
VENDOR
NETWORK.

MEMBER
ENGAGEMENT
SUPPORT

Lavish and elite GYM
features

FRANCHISEE SWOT ANALYSIS

Identifying core strengths, weaknesses, opportunities, and threats ; leads to fact-based analysis, fresh perspectives, and new ideas. A SWOT analysis pulls information internal sources (strengths or weaknesses of the specific company) as well as external forces that may have uncontrollable impacts to decisions (opportunities and threats).

SWOT analysis works best when diverse groups or voices within an organization are free to provide realistic data points rather than prescribed messaging.

CARBON performs **SWOT** keeping in mind all aspects, area and interest of the franchisee.

Strengths

Strengths describe what an organization excels at and what separates it from the competition : a strong brand, loyal customer base, a strong balance sheet, unique technology, and so on



Opportunity

Opportunities refer to favorable external factors that could give an organization a competitive advantage.

Weakness

Weaknesses stop an organization from performing at its optimum level.

Threats

Threats refer to factors that have the potential to harm an organization.