

THE FIT EPO[®]

INDIA 2023

INDIA'S BIGGEST SPORTS, FITNESS & WELLNESS FESTIVAL

1st, 2nd & 3rd Dec, 2023 | Kolkata





"FITNESS IS NOT JUST ABOUT GETTING IN SHAPE, IT'S ABOUT SHAPING THE LIFE YOU WANT FOR YOURSELF."

THE FIT EXPO INDIA 2023 ***ITS BACK & IT'S BIGGER THAN EVER...***

The 4th Edition of India's Most Awaited and Biggest Extravaganza on Sports, Fitness & Wellness is Back!

#Exhibition #Product Launch #B2B Conclave #Business & Learning #Events & Competitions #Seminars & Workshops

..WAY BEYOND THE EXPECTED..

Bigger than ever before, the FitExpo India 2023 is back for its 4th edition, ready to take the Indian Fitness & Wellness Industry by storm!

This one-of-a-kind fitness extravaganza will bring together Sportsmen, fitness enthusiasts, athletes, wellness experts, and industry professionals from all over the world, for an unforgettable celebration of Sports, Fitness & Wellness spread over 2,00,000 sq ft and an expected footfall of over 1.25 Lakh+ visitors !!!

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SPORTS | FITNESS | WELLNESS

THE NEVER BEFORE OPPORTUNITY

THE FITEXPO INDIA is more than just an event. It's an amazing opportunity to explore the business side of sports, fitness and wellness with workshops, networking opportunities, humongous footfall, and presence of National and International renowned brands. It is the perfect cost effective platform for showcasing products and enhancing brand visibility. The Exhibitors will find incredible trade opportunities as we bring together top companies, brands and entrepreneurs from all over the world.

In 2023, we promise 3 days of guaranteed excitement with 100+ activities, National Level Competitions, new-age events on various sports & fitness disciplines as this platform is also a great way to interact with the right channels, exhibit products, find solutions and innovations, build relationships and gather relevant leads with existing clientele and potential new business prospects.

So come join us in December 2023 to explore the limitless possibilities in Sports, Fitness, and Wellness at THE FITEXPO INDIA 2023.



THE VENUE **BISWA BANGLA MELA** **PRANGAN (MILAN MELA)**

INTERNATIONAL **EXPO CENTRE, KOLKATA**

This time, the event will be held on a grandiose scale at this newly constructed and centrally located International Expo Centre.

It is the largest Exhibition Corridor in Eastern India spread over 22 acres with a capacious business block including outdoor and indoor exhibitions spaces, this exquisite venue of International standards has a pillar-less Activity Area spread over 2,00,000 sq ft with a capacity to accommodate over 700 stalls.

This magnificent venue features Multiple Seminar Halls, dedicated Back Offices and state-of-the-art facilities, along with a par-excellence Food Court with a seated plaza spread over 10,000 sq ft for the convenience of visitors, the multi-level Car park is capable of accommodating more than 2,000 vehicles.



BUSINESS BENEFITS

National Start-up Prodigals (First of its Kind Event) Towards creating opportunities for an innovation driven growth of the Fitness/Sports/ Wellness Lifestyle and Health ecosystems of the East

Separate B2B / Trade timing with Business Lounge & VIP Lounge facilities

Showcase your Brand, Products, Solutions & Innovations

Integrate with the targeted channel partners & grow your business

Interact with your B2B prospects & Investors

Get quantifiable leads and future business opportunities and build relationships

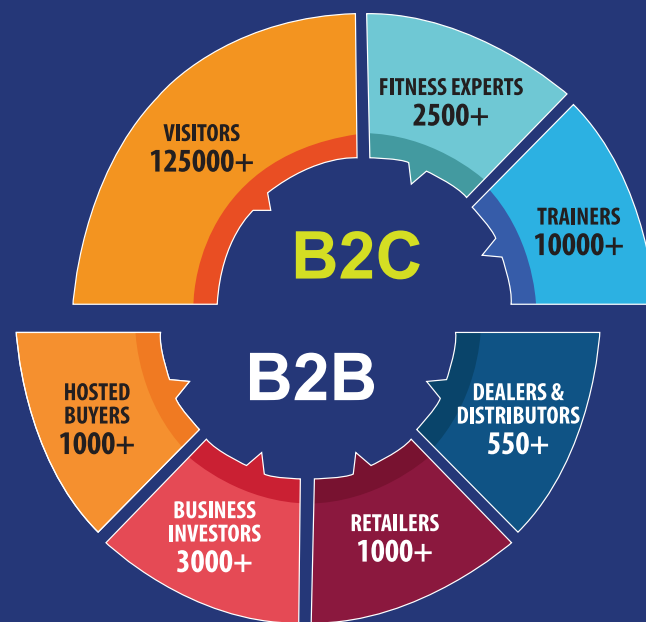
Ascertain the market preference for new products and grow your customer base

Gain new ideas and insights to grow your business

Assured presence of Pre Registered Dealers & Distributors

Special Session on MSME & Start Ups

Business Visitors from Nepal, Bhutan & Bangladesh



EXHIBITORS PROFILE



1

FITNESS EQUIPMENT & ACCESSORIES

Cardio, Weight Training, Commercial Gyms, Weight Lifting, Pilates, Vibration Training, Fitness & Sports Accessories, Cross Fit And Functional Training, Heart Rate Monitors

2

INFORMATION & COMMUNICATION TECHNOLOGY

Membership Administration, Fitness Mobile Apps, Club Management Software, Personal Training Software, Fitness Calculators, Workout and Nutritional Guides, Fitness Goal Tracking Software & applications , Body Fat and Workout Tracking Software, Fitness Music; Electronic Gadgets

3

SPORTING GOODS & SERVICES

All kinds of Sporting Goods, Gymnastics, Aesthetics and Track & Field Equipment

4

CYCLING & ACCESSORIES

Bicycles, Mountain Bike, E - Bike, Cycle Parts and Accessories

5

DESIGN, FURNITURE AND AESTHETICS

Sports and Gym flooring, Lockers, Interior Decoration, Sound and Lighting, Shower Capsules, Massage Equipment

6

NUTRITION & DIET

Sports Nutrition, Energy Bars & Drinks; Dietary and Nutritional Supplements, Organic Tea; Health/ Organic Beverages & Food

7

WELLNESS & FITNESS SERVICES

Gym / Fitness Centers; Innovative Electronic Gadgets; Alternate Therapy Clinic, Steam and Sauna Spa & Skin Clinics, Gym Consultants; Fitness Academies & Institutions, Alternate therapy clinics, Bariatric clinics, Physiotherapy, Industry Consultants

8

LIFESTYLE PRODUCTS

Sports shoes, Branded sporting apparels, Innovative Electronic gadgets, Fitness & Nutrition magazines

9

ASSOCIATIONS & INSTITUTIONS

Fitness Associations, Coaching Centers, Sports Academies, Sports Educational Institutes, Government Bodies, Fitness trainers & Certification Academies

KEY ATTRACTIONS

1

SEMINARS & WORKSHOPS

International Delegates & Speakers | Fitness Training | Healthy Habits | Diet & Nutrition | Injury Prevention | Sports Medicine and Rehab | Fitness Education | Latest Fitness Trends | Certifications | Startup Conclave

2

SPORTS & FITNESS COMPETITIONS

Women & Men's Sports Physique | Body Building | Strongman/Strongwoman | Power Lifting | Arm Wrestling | Fitness Dance Workout Competition | Grappling | Fencing | Karate | Taekwondo | Kickboxing | Mixed Martial Arts

3

WELLNESS WORKSHOPS

Spa Treatment | Skin/Hair Therapy | Nail Art Innovative Products Demonstrations | Posture Correction | Meditation & Yoga

4

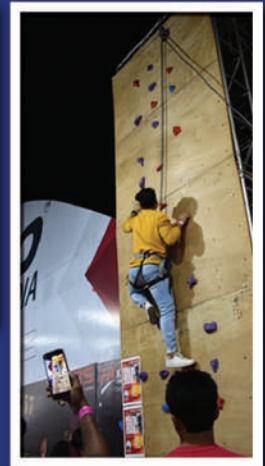
PRODUCT EXHIBITIONS

Fitness Technology & Equipment | Sporting, Athletic & Gymnastic Goods | Apps & Software | Design Furniture Aesthetics | Beauty & Wellness Products | Adventure Sports

5

FITNESS DEMONSTRATION & SHOWS

Zumba | Aerobics | Functional Training | Kettlebell | Cross Fit | Pilates | Yoga | Dance | Self Defense | Gymnastics | Aerial Gymnastics | Cycling | Skating | Fencing | Bowling | Parkour | Grappling



VISITORS PROFILE

1

Fitness Trainers & Coaches, Beauticians, Dieticians, Nutritionists & Physiotherapists and Doctors

5

Dealers/Distributors/Retailers of Sports & Fitness equipment

2

Real Estate Developers & Builders; Health Club Owners, Multipurpose club houses in Private residential facilities

6

Administrators of Public Sports Facilities; Sports Authorities & Associations; Athletic Federations / Clubs; Universities, Schools & Colleges

3

General sports, Fitness and Wellness enthusiasts across various age groups

7

Business Visitors from Neighboring Countries Nepal, Bhutan & Bangladesh

4

Mall Owners, Directors, Consultants & Professionals; Purchase Managers & Fitness Facilitators from Corporate India



ADDED BENEFIT FOR EXHIBITORS

The 4th edition of The FitExpo India is being envisioned as India's biggest platform for the growing business of Sports, Fitness & Wellness with Domestic & International brands across the globe showcasing their products & services to over 1.25 lacs live audience and millions of followers on social media. The FitExpo India will create for the exhibitors & stake holders, the ultimate platform for B2B and B2C business opportunities taking their business to the next level!

1

**ASSURED
PRESENCE OF
PRE-REGISTERED
DEALERS/
DISTRIBUTORS**



2

**DEDICATED
MEETING ROOMS
& BUSINESS
LOUNGE**



3

**PRE-FIXED
B2B
APPOINTMENTS**



4

**SOCIAL MEDIA
REACH IN
MILLIONS**

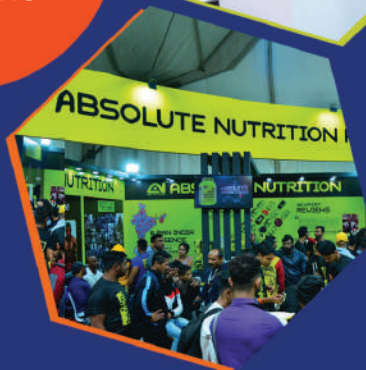


**PRODUCT
LAUNCH AND
DEMONSTRATION**



5

**RESHAPING
FITNESS &
WELLNESS
THROUGH - INNOV-
ATION START-UPS
& INVESTORS
CONCLAVE**



6

360 DEGREE PROMOTION

PLAN FOR 2023

1

PRINT MEDIA

- Print campaign, advertisements in all popular newspapers, special features and write up...
- Advertisement & Articles in leading Sports, Health & Fitness Magazines

2

ELECTRONIC MEDIA

- Television Business Channels | Radio Channels | Web Portals | Multiplexes | Kiosks Outdoor Marketing | Press Meet
- Curtain Raiser (Pre) & Gala Night (Post) Events

3

OUTDOOR MARKETING

Hoardings | Bus Back-panels | Bus Shelters | Standees & Posters at Health Clubs, Gyms, Yoga Centre, Zumba Studio, Sports & Fitness | Shop Standees at Malls, Sports, Fitness & Lifestyle Stores | Leaflet Distribution | Interactive Road Shows | Outdoor Booths / Kiosks

4

SOCIAL MEDIA MARKETING

Website | Facebook | Instagram | Twitter | Youtube | SMS & Whatsapp Marketing | Email Marketing | 25,00,000+ impressions | More than 50k+ influencer driven local business mentions through the days of the event

5

BLOGGER & INFLUENCER

Over 100 Renowned Bloggers & Influencers accross different cities and Media Bloggers from different Genres of the industry

LAUNCHING FOR THE FIRST TIME EVER

SPORT EXPOTM

**THE MOST EXCITING PLATFORM FOR SPORTS GOODS MANUFACTURERS,
DEALERS, SPORTS LOVERS, COACHES & PLAYERS IN INDIA.**

An exclusive launch by THE FITEXPO INDIA focused on the Sports Industry highlighting Sports Goods & Accessories, Sports Wear, Sports Shoes, Sports Infrastructure & Technology, Sports Flooring, Adventure Sports, Track & Field Equipment, Artificial Turf, Amusement Products, Games and Gaming Equipment, Golf Equipment, Mountaineering Gadgets, etc.

50,000 sq. ft. dedicated pavilion For Sports Brands | National & International Brands | Sporting events | Business Lounge | Workshops & Seminars | Opportunities for Start-ups & funding in the Sports Industry | Innovative Technology for performance enhancement of Sportsmen | Opportunities for Coaches & Trainers | B2B & B2C networking | One to one interaction with Sports Federations & Associations | Recognition of Athletes & Sportspersons



TESTIMONIALS



“ Thank You FitExpo for having us at the 3rd edition. It was a spectacular Show. FITEXPO is a great gateway to present your products and services to thousands of fitness enthusiasts in East & Northeast India Looking forward to the next edition.”

VISHAL GUPTA (MD, VIVA FITNESS)

“ Being at Fitexpo in Dec 2019 was a very strong experience for FITLINE. Being there at the show as an exhibitor opened our doors to the Eastern part of India. A great mix of Fitness Enthusiasts and Trade Visitors made it a good opportunity for exhibitors like us. Highly professional Organizers putting up such an exceptional show. We look forward to being a part of Fitexpo as and when it happens again. Kudos to the entire Fitexpo Team”

HARMEET SINGH LUTHRA (DIRECTOR, FITLINE)

“ I have no words to say how wonderful an experience it was to be a part of The FitExpo 2019. A fantastic show of excellence and I'm eagerly waiting to showcase my brand in the next edition of The FitExpo which I am sure will be next level.”

SUDHIR RAMDAS (FOCUS FITNESS)

“ THE FITEXPO 2019 was really a grand success and it feels like the sports & fitness industry has established its feet with unlimited energy! It was an epic and if you are seeking for a truly brand projection on national level with networking opportunities then THE FITEXPO is for you.”

KUNAL MAHAJAN (DIRECTOR, COUGAR)

“ THE FITEXPO is the best: It was conducted highly professionally, had fantastic seminars & knowledge sessions with experienced speakers and interesting discussion topics and THE FITEXPO team delivers the best in this space.”

AMINDER SINGH (FOUNDER TEAM AMINDER ONLINE TRAINING)

“ A big thank you and congratulations to the entire team of The Fitexpo for being nowadays a reference point for the fitness & wellness industry all over the country. We are happy to be supportive of every single initiative you guys want to take and we recognize in your work attitude the perfect blend of fitness-savvy and networking extraordinaire.”

DR RUPAM SINHA (NIFS ACADEMY)

“ Thanks to The Fitexpo team for providing an exceptional platform to come together and collaborate and share knowledge through these unusual and challenging days. It was an honour to be part of such an inspiring and well organised event. Team Fitexpo is an amazing and a great team.”

VINIT BAPTIST (FITNESS & NUTRITION COACH)

“ A well planned, professionally managed event that can only result in raising our industry as a whole. The focus on Nutraceuticals & Supplement B2B Trade and dealer interactions was exemplary. A very valuable experience for me and my company.”

SOUMYA CHAKRAVARTY (DEALER - BIG MUSCLE NUTRITION)

“ The Fitexpo is a one-of-its-kind event! I have attended all editions as a visitor and this year, I was a proud exhibitor. Never witnessed a footfall like this in any fitness event in India! I look forward to being back at the next Fitexpo in an even bigger capacity!”

SJ PAUL CHOWDHURY (RIVAL FITNESS STUDIO)

“ It was an exceptional show! One of the best I have been part of in recent times. Thank You Team FitExpo for giving us the opportunity to conduct Sangram Classic Bodybuilding Competition at The FitExpo Kolkata. Humongous Event, Massive participation & Fantastic spectators. Super Show!”

SANGRAM B CHOUGULE (SANGRAM CLASSIC)

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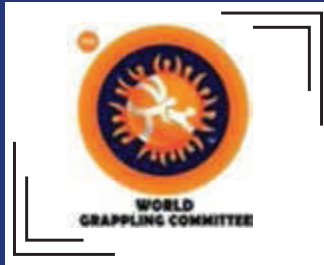
GLIMPSES FROM THE PAST



GLIMPSSES FROM THE PAST



AFFILIATIONS & PARTNERSHIPS



THE FITEXPO 2023 IS AFFILIATED WITH PREMIER INSTITUTIONS / FEDERATIONS & GOVERNMENT ASSOCIATIONS TO CREATE A SEAMLESS PLATFORM TO ENSURE WIDESPREAD PARTICIPATION AND PROMOTION OF THE BEST TALENT.

RECOGNITIONS RECEIVED



SPORTS | FITNESS | WELLNESS



PARTNERS & SPONSORS (3rd EDITION)

THE FIT EPO
INDIA 2023

Platinum Sponsor:



Gold Sponsor:



Co-Sponsor:



Key Exhibitors:



Partners:



Supported By:





SPONSORSHIP OPPORTUNITIES

MAXIMISING OUTREACH FOR BRANDS

<i>Exclusive</i> PRESENTING PARTNER	<i>Exclusive</i> POWERED BY	<i>Exclusive</i> PLATINUM PARTNER	<i>Exclusive</i> DIAMOND PARTNER	GOLD PARTNER (ONLY 2)	SILVER PARTNER (ONLY 4)
SPORTING GEAR PARTNER	FITNESS GEAR PARTNER	CYCLING PARTNER	HYDRATION PARTNER	BANKING PARTNER	MAGAZINE PARTNER
FOOTBALL PARTNER	OUTDOOR MEDIA PARTNER	TV CHANNEL PARTNER	PRINT MEDIA PARTNER	GALA NIGHT PARTNER	SUPER GYM PARTNER
TRAINING PARTNER	FOOTWEAR PARTNER	APPAREL PARTNER	LANYARD PARTNER	TRAVEL PARTNER	HOSPITALITY PARTNER
WELLNESS PARTNER	BEAUTY PARTNER	HAIR & MAKE-UP PARTNER	SPA PARTNER	HEALTH FOOD PARTNER	ENERGY DRINK PARTNER
HOSPITAL PARTNER	MEDICAL PARTNER	PRINTING PARTNER	DIGITAL MEDIA PARTNER	ONLINE PARTNER	ACTIVITY ZONE PARTNER

Event Organised by:



RAGV CONSULTANTS LLP
14-D BALLYGUNGE CIRCULAR ROAD
KOLKATA 700019

Under the aegis of:



CONFEDERATION OF WEST BENGAL
TRADE ASSOCIATIONS

For Stall Space & Sponsorship: Contact - 98308 00698 / 87774 06056

For Stall Space/Sponsorship: (Sport Expo): Contact - 93310 35360

For Participation/Competition: Contact - 62914 27830 / 72789 66889

For Seminar/Workshop: Contact - 98300 86420 / 98300 65031



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 www.youtube.com/@thefitexpo.com

 www.linkedin.com/company/thefitexpoindia/