Talwalkars – Spreading Fitness in Jaipur

Mumbai, 7th December 2010

Talwalkars Better Value Fitness Ltd., the country's largest chain of health clubs with over 76 gyms across 39 cities, has now launched its second health club in Jaipur, Rajasthan.

Over the last year, Talwalkars has been aggressively undergoing an expansion drive that is spreading fitness to new cities such as Rajahmundry & Rajkot, along with other cities in the North and East.

Speaking on the occasion, Mr. Prashant Talwalkar, CEO, said "We are extremely happy to open our second health club in the pink city. The residents of the city have shown an incredible appetite for fitness and are very well versed with health & wellness trends. The huge potential and latent demand has provided us an opportunity to further strengthen our brand in Jaipur."

The Talwalkars health club at Vaishali Nagar, Jaipur, comprises of the latest international fitness & cardio equipments, personal trainers, dietitians, nutrition centre and follows a planned holistic approach to fitness and wellbeing.

Mr. Anant Gawande, CFO and Whole time Director comments, "With the opening of our second health club in Jaipur, we have further consolidated our leadership position in the health & fitness industry in India. We are also looking at aggressively expanding into other cities of the Northern and Eastern regions"

About TBVFL

TBVFL is the largest health club chain of India with over 76 gyms spanning across 39 cities, offering a diverse set of services to a member base of more than 1,00,000 - including gyms, spas, aerobics and health counseling under the brand "Talwalkars".

Talwalkars pioneered the concept of health clubs in India, with its first gym being set up in Mumbai in the year 1932 by late Mr. Vishnu Talwalkar. His eldest son - Mr. Madhukar Talwalkar, Chairman, Talwalkars Better Value Fitness Ltd., further continued the legacy under the name "Talwalkars Gymnasium" in Bandra, Mumbai in 1962 and the brand has been rapidly growing since then.

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