



DNA
360
FITNESS

**INDIA'S PREMIER HOLISTIC
FITNESS BRAND**

RECEPTION



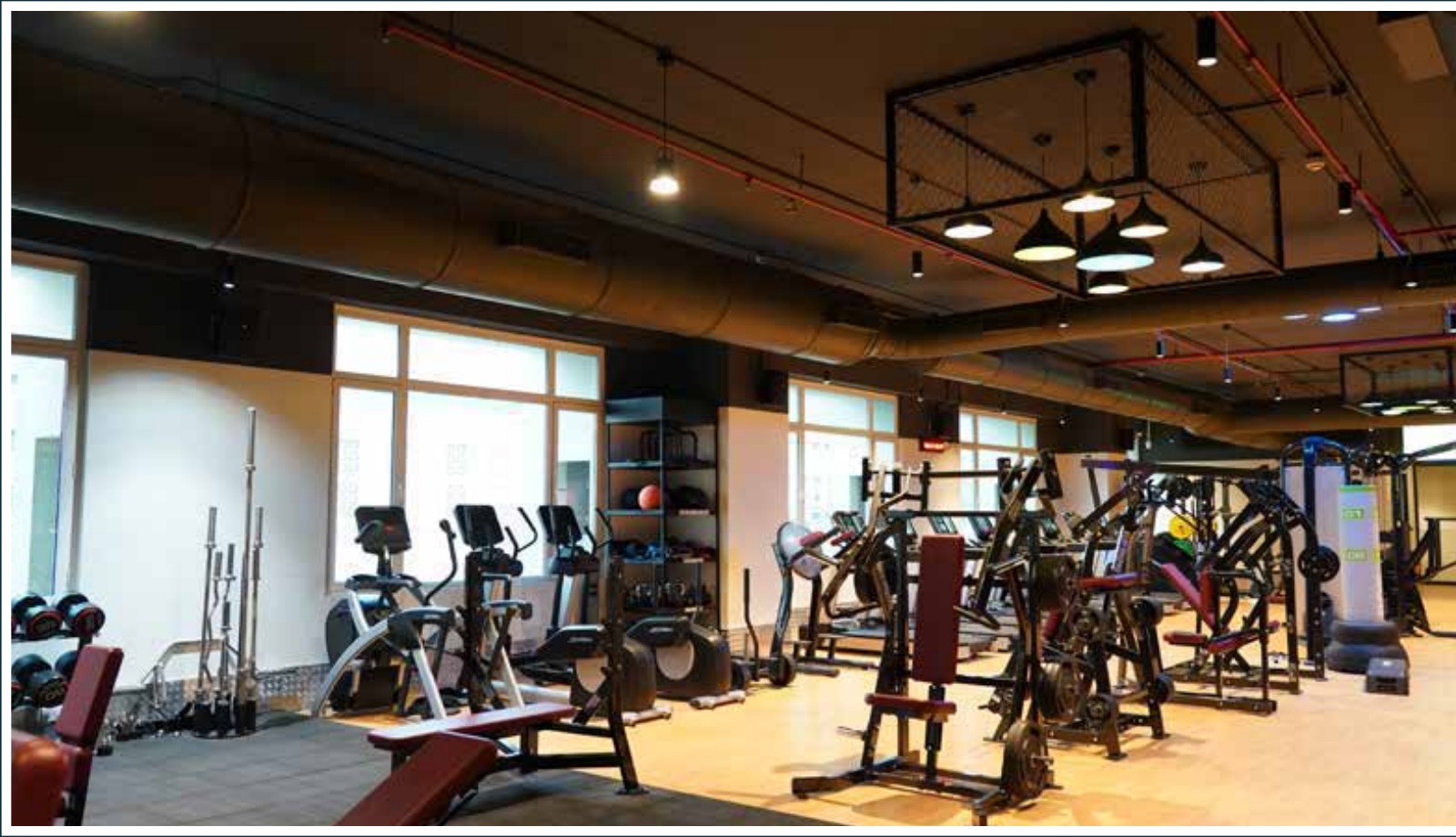
BRAND PHILOSOPHY

Mens Sana In Corpore Sano: A healthy mind in a healthy body

The brand's intent is to provide a holistic fitness environment and facilities at par with the best in the world.

DNA 360 has been created for discerning health and lifestyle conscious consumers who value the quality, space, top-end equipment, hygiene and safety standards that the brand provides and which they deserve especially in these pandemic times.

GYM FLOOR



KEY FACILITIES

1. **Specialist Studios: Merrithew Pilates, Life Fitness Spinning, BollyX, Yoga and MMA**
2. **Global top end bio-mechanics : Hammer Strength and Life Fitness Cardio**
3. **Meditation Room, on-premises guided meditation sessions**
4. **Cafe DNA for fresh and healthy bites**
5. **Neuro-muscular massage**

WALKTHROUGH VIDEO

(<https://www.instagram.com/tv/B8F9xzXJrCO/?igshid=osnuwfoavaje>)

MEDITATION ROOM



KEY SERVICES AND AMENITIES

1. STEAM

2. ICE-BATH

3. IN-HOUSE DJ

4. VALET PARKING

5. IN-HOUSE NUTRITIONIST

6. ISO HOUSEKEEPING AND HYGIENE STANDARDS

7. PHYSICAL SECURITY AND RFID ACCESS CONTROL

**8. SEPARTATE WASHROOM FOR CLIENTS AND STAFF
FOR UTMOST HYGIENE AND PRIVACY**



DEVELOPMENT FORMATS

1. DNA 360 FITNESS: 8,000 SFT - 10,000 SFT

2. DNA 360 ACTIVE: 5,000 SFT - 6,000 SFT

LOCKER ROOM



EQUIPMENT AND FIT-OUT COSTS

1. DNA 360 FITNESS: RS. 4.80 CR - RS. 5.60 CR

2. DNA 360 ACTIVE: RS. 3.70 CR - RS. 4.10 CR

LIFE FITNESS SPINNING STUDIO



CAPACITY TEMPLATE

FACILITY AREA	10,000 SFT
ALLOCATION PER SUBSCRIBER	24 SFT
PEAK SESSION THROUGHPUT	417
PEAK SESSIONS FORECAST	4
SESSIONS OVERLAP PERCENTAGE	25%
PEAK SESSIONS PROVISION	3
CUMULATIVE PEAK SESSIONS THROUGHPUT	1,250
NON REGULAR SUBSCRIBERS PERCENTAGE	20%
IDEAL MAXIMUM SUBSCRIBERS SIGN-UP TARGET	1,500

MERRITHEW PILATES STUDIO



ENROLMENTS PACE

YEAR	1		2		3	
NEW ENROLMENTS	400	500	600	800	600	800
MEDIAN NEW ENROLMENTS	450		700		700	
RENEWALS (@80%)	0	0	320	400	480	640
MEDIAN RENEWALS	0		360		560	
TOTAL SUBSCRIBERS	400	500	920	1200	1080	1440
TOTAL CAPACITY SUBSCRIPTION PERCENTAGE	27%	33%	61%	80%	72%	96%
MEDIAN SUBSCRIBERS	450		1060		1260	
MEDIAN CAPACITY SUBSCRIPTION PERCENTAGE	30%		71%		84%	

REVENUE PACE

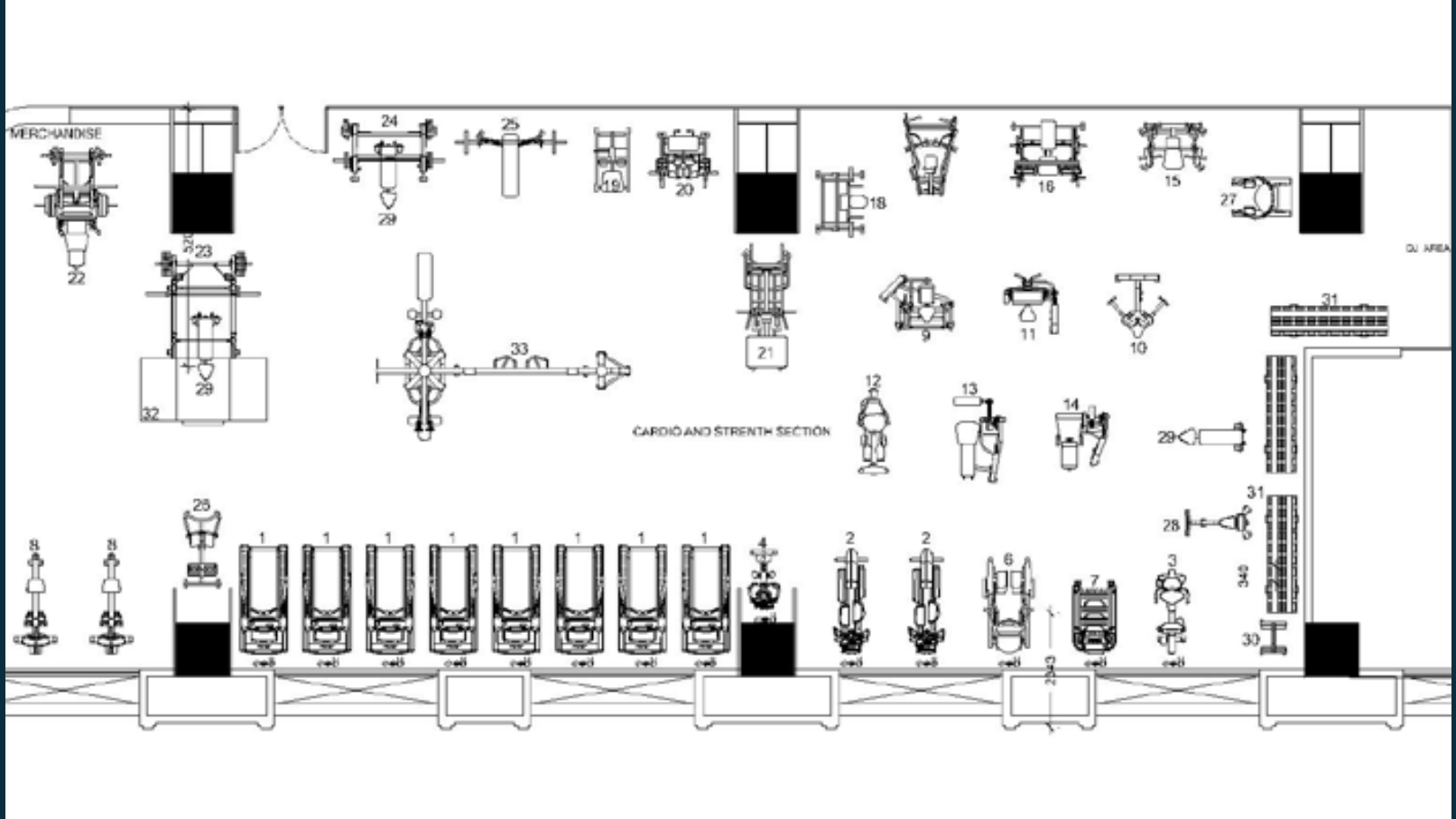
YEAR	1	2	3
NEW ENROLMENTS	113	245	280
RENEWALS	0	108	196
PERSONAL TRAINING	12	28	34
ACTIVITES	18	42	50
CAFÉ DNA	36	47	51
MASSAGE & MISCELLANEOUS	14	32	38
TOTAL REVENUE	192	502	649

SPACE TRANSFORMATION



FACILITY SETUP SERVICES

1. Market study
2. Facility ratios and area planning
3. 3D renderings including suggested metal and stone finishes
4. Selection and supervision of architectural and design services firm
5. Selection, supervision and installation of integrated MEP, HVAC and FLS services
6. Equipment, brands and specifications including tenure AMC finalisation
7. Final facility décor, layout supervision, equipment installation and handover



MANAGEMENT SERVICES AND BRANDING RIGHTS

1. Branding: DNA 360 and Café DNA for the duration of the contract
2. Operational SOPs, software and process implementation
3. Bi-monthly Quality and BOSS (Brand Operating Service Standards) Audit
4. Uniforms, collateral, stationery and on-premises signage design
5. Digital and online presence including location website, link to mother website, SEM and SEO support
6. Social media marketing including maintenance of Instagram and FB accounts, brand promotion and online customer dialogs

MANAGEMENT SERVICES AND BRANDING RIGHTS

7. Implementation of Audit Systems
8. Selection and Training of Centre Head
9. Facility App Creation and Maintenance
10. Marketing, Pricing Guidance and Sales Support
11. Software selection, Training and Process Implementation
12. Owner MIS including Sales and Performance Dashboards
13. Implementation of Revenue and Cost Management Systems
14. CRM Guidance: Customer Acquisition, Retention and Recovery
15. Staff Induction, Training and Evaluation on BOSS Standards and SOPs
16. Café DNA: Branding, Menu Design, Equipment Selection, Recipe Specifications, Swiggy & Zomato Hosting

STRENGTH SECTION



FRANCHISE SERVICES AND BRANDING RIGHTS

1. Bi-monthly Quality and BOSS (Brand Operating Service Standards) Audit
2. Operational SOPs, software and process implementation
3. Branding: DNA 360 and Café DNA for the duration of the contract
4. Quarterly Refresher Training and BOSS Evaluation

CAFÉ DNA



FOUNDER & CEO

1. Reema Pandit is the Founder and CEO of DNA 360, India's premier holistic fitness brand.
2. Her belief is that a sound mind exists only in a sound body and therefore people should be able to meditate in peace, exercise under expert supervision, eat healthy with friends and go home or to work refreshed.
3. She has conceptualized the brand to be a sanctuary for holistic fitness, kitted with the global best in bio-mechanics from Merrithew Canada to Life Fitness and Hammer Strength USA. The flagship 13,000 sft DNA 360 facility at Hiranandani Powai Mumbai is already receiving rave reviews with the KKR cricket team, Mr. Asia and various celebrities enrolling as members.
4. A member of the 'Women in Leadership' initiative, a designer by training and a proud Kashmiri entrepreneur, Reema envisions DNA 360 to be India's answer to the best fitness brands in the world.



CUSTOMER TESTIMONIALS



SUMONA CHAKRAVARTI

(TV Actress, The Kapil Sharma Show)

“Hi, I’m at Powai’s largest fitness studio, DNA 360 and of course it has your largest reformer Pilates studio. It’s extremely well – equipped with latest equipment from across the world - Life Fitness, Hammer Strength, Merrithew Pilates. It also has a meditation room & ice bath so it kind of caters to all your fitness lifestyle requirements”.

CUSTOMER TESTIMONIALS



ROHIT SHETTY

(Mr. Asia 2019)

“Hi, this is Rohit Shetty and I would like to share my personal experience at Mumbai’s best integrated fitness centre. The fitness centre is equipped with amazing cardio set up and strength training machines all from Life Fitness & Hammer Strength and few of them are very unique and cannot be found in Mumbai. It also has a spinning studio with latest version Life Fitness IC5 bikes with virtual image function. They also have a special studio for reformer Pilates which is an advanced form of Pilates and it also has a pretty huge group activity studio”.

CUSTOMER TESTIMONIALS



SIDDHANTH SURYAVANSHI

(TV Actor, Model)

“DNA 360 is not just a fitness center. It is a complete experience. I’ve trained in various gyms over the last 28 years and I can confidently bet that DNA 360 is one of the finest in India. The amount of personalised plans and attention given to members is one of its kind. Super spacious, which is a rarity in Mumbai and also filled with top of the line equipment. Definitely worth every penny invested”.

CO-ORDINATES

WWW.DNA360.IN

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WWW.INSTAGRAM.COM/DNA360POWAI



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IN THE WORLD**