

Talwalkars Fit & Active gym and Talwalkars Sparsh Spa launched at The Great India Place Mall

Brings in new fitness and wellness mantra for the residents of Noida

Noida, March 18, 2009: Talwalkar Pantaloons Fitness Pvt. Ltd., today launched 'Talwalkars Fit & Active' gymnasium and 'Talwalkars Sparsh' spa at the Great India Place Mall, Noida. Taking a revolutionary new approach to fitness and wellness, Fit & Active and Sparsh will offer consumers both 'active' as well as 'passive' fitness regimes, catered specifically to their goals and physical requirements. Spread across 7000 sq.ft. area, the gym and the spa are truly spacious and located on the third level of the mall.

Talwalkars Fit & Active gymnasium will offer consumers, a variety of facilities, such as weight management (gain/loss) programs, total fitness programs, complete health club facilities including – cardio workouts, weight training and steam, spinning/ aerobics workouts, etc. Consumers will also get access to personal trainers and nutritionists. The new gymnasium is more spacious than a conventional gym, has the finest quality of branded international equipment and holds around 40% more cardio equipment than most average gyms.

Sparsh spa will offer consumers, a variety of passive fitness regimes through Ayurveda, body touch, face touch and hair touch; apart from the usual luxurious and therapeutic facilities and beauty correctional treatments. The most unique feature of this spa is that it also provides fitness treatments, which are a suitable mix of gym, beauty and Ayurveda termed as "The Ayurveda Gym fitness regime", a first of its kind. Few such treatments are:

- **Taruna Kalpa:** Weight and figure management through gym and Ayurveda
- **Kesha Kalpa:** Ayurvedic kaya kalpa for hair (Ayurveda + beauty)
- **Angana Kalpa:** Weight and skin care through gym, Ayurveda and beauty
- **Karma Kalpa:** Weight and stress management through gym and Ayurveda

Said **Prashant Talwalkar, Managing Director, Talwalkars Better Value Fitness Pvt. Ltd.**, "Every individual is 'different' and cookie cutter approach / one size fits all regimes doesn't work for everyone due to different physiques, tolerance levels, ailments, age, lifestyles etc. Taking this in to consideration, Talwalkars Fit & Active & Sparsh Spa have designed a unique fitness regime, which strives towards a balance of 'active' & 'passive' intervention helping consumers achieve their individual goals."

Kishore Biyani, Group CEO, Future Group said, "Increasingly, malls are emerging as the preferred destination for consumers, for a variety of leisure activities, apart from just shopping. With the launch of Talwalkars Fit & Active and Talwalkars Sparsh at the Great India Place Mall, we will add to their mall experience by offering them a fully functional gymnasium and a spa at competitive prices. All this in a superior ambience of a mall, with the convenience of security, proper parking facility, etc."

Roy Chacko, COO, Talwalkar Pantaloons Fitness Pvt Ltd said, "This is a model we have evolved over time and has met with great success across the country as it has managed to broadbase its appeal beyond just the active Gym going community by attracting 1st time users of both the Gym & Spa".

Customers can avail of a special launch offer (till March22, 2009) of annual membership at

Rs.11,111/- vis a vis the rate card of Rs. 18000/- for the Gym & Rs 25000/- for the Spa.

About Talwalkar's Pantaloons Fitness Pvt. Ltd.

Talwalkars Pantaloons Fitness Pvt Ltd is a JV between **Pantaloons Retail (India) Limited** and Talwalkars Better Value Pvt Ltd aimed at establishing world class gyms, spas and equipment stores (selling a range of home-use international fitness equipments) in malls managed by Future Group.

Talwalkars Better Value Pvt Ltd better known as Talwalkars is India's largest chain of health centers with 50,000 members across 65+ ultramodern branches and PRIL is India's leading retailer with 11 million square feet of retail space – with 1000 stores across 63 cities.

TPFPL has 4 outlets already operational across Mumbai, Bangalore & Nagpur – and is soon expanding its footprint in mall based properties with a launch now at Noida, and West Bengal slated in the near future. There are 6 equipment stores operational in Future Group owned formats like Home Town and Central.

For further information please contact

Mr. Atul Takle
Head - Corporate Communications
Pantaloons Retail (India) Limited

Email: mediarelations@futuregroup.in

Website: www.pantaloonsretail.in