

Wellness is not just  
about a healthy body.

It is about good thoughts,  
positive attitude & a passion for life.

That comes with good diet,  
exercise, a peaceful mind and fun



Abs invites you to spread wellness together!!



Abhimanyu Sable is Founder MD & CEO of ABS Fitness & Wellness Club. He has been in the field of fitness for last 20 years and has successfully trained more than 20,000 people. He was nominated for the “2003 ACE Fitness Professional of the Year Award” which was held in San Francisco USA in March 2003. He also featured amongst the top 8 fitness leaders in 2008 by IHRSA- Club Business International, also has an experience of developing and launching 20 clubs, which have become successful business models. He has an experience in developing and managing commercial, corporate, residential and hotel fitness facilities.

## Abhimanyu Sable

### Education Qualification of Abhimanyu Sable

\*Graduate from Science Stream, and MBA from Pune University.

### Fitness Qualifications-

\*Gold Standard Certified Health Fitness Instructor from the American College of Sports Medicine (Atlanta, Georgia) Year 2002.

\*Club Management Program. Life Fitness Academy. 2002. Certified Aquatic strength Trainer from Aquatic Exercise Association, Long Island, NY, USA in 1999.

\*Post Injury Fitness Units from Desert South West Fitness from Atlanta, USA in 1999.

\*Trained in Advanced Flexibility Training from Power of Excellence, New York, USA in 1999.

\*Certified Fitness Trainer from International Sports Sciences Association, New York, USA, in 1996.

\*Specialist in Performance Nutrition from International Sports Sciences Association New York, USA in 1996.

\*Senior First Aid (American Red Cross) & Senior first Aid (St. John Ambulance Association) CPR Certificates in 1999.

\*Abhimanyu Has been Visiting IHRSA Conventions since 2002 (International Health and Racquet Sports Club Association) USA, in order to implement latest trends in fitness at Abs.

\*Abhimanyu has written extensively in Times Of India / Indian Express and Herald / Citadel / Femina over last 10 years, thereby creating awareness in readers minds about fitness and spreading scientific knowledge of fitness techniques extensively.

# CORE TEAM



**SMITA PATIL**

**VP- Operations**

- \* Sports Medicine Specialist
- \* Reebok certified
- \* Pilates certified
- \* Participated in IHRSA institute of Club management from Boston USA in 2007
- \* Participated IHRSA Seminar in September 09
- \* Certified in Exercises for in Special Population



**REKHA KHANDELWAL**

**VP - Sales**

- \* Certified in fitness management with 12 years of experience in sales and operations.
- \* Mastered degree in Personal Training through American Council On Exercise (ACE)
- \* Participated in IHRSA Convention and trade show in 2009 Mach at San Francisco and IHRSA Mumbai Seminar in September 09



**KIRTI SHIVARKAR**

**President-HR**

- \* Ace certified In 2001
- \* Participated in IHRSA Institute of Club management form Boston USA in 2007
- \* Participated in IHRSA Convention and trade show in 2009 Mach at San Fransisco and IHRSA Mumbai Seminar in September 09



**SOURAV DUBEY**

**Manager - Business Development**

- \* Over 3 years of successful work in corporate sales
- \* Participated in IHRSA seminar 2009 Mumbai.



**SHANTANU SABLE**

**VP- Operations**

- \* Participated in Asia Pacific Seminar of IHRSA in China in 2007
- \* Experience of 20 years in Fitness field , Bodybuilding
- \* Ex- MR. India(Silver) University



**Dr .CHARUSHILA SABLE**

**CMD-Abs For Her | Radiologist**

- \* Experience of 15 years in medical field
- \* Also worked with Ruby Hall Pune for 10 years.

## CLUB CULTURE & CORE VALUES



Caring | Integrity | Trust | Honest | Passion | Personal Fitness | Fun | Socializing | Happiness |

These core values form our culture and are integrated into all of our member services. Our people exist to serve our members and help each one of them become stronger, healthier, and happier. Our staff, hired with our core values in mind, has the important job of motivating, coaching, and teaching our members.

At Abs the core value is fitness with fun and socializing. Every workout at Abs is designed to make the session interesting and enjoyable. We truly believe that in a short period of time the fitness industry will become as much a daily part of people's lives as grocery shopping. People need physical activity for a minimum of 30 minutes, three times a week to take care of their cardiovascular fitness, strength, flexibility, stress reduction, weight control and general health. While awareness of the importance of fitness is now sweeping the nation. What will differentiate us in the marketplace is our focus on caring. It sets us apart as a fitness club and as a company to work with. Associates are encouraged to care for themselves through personal fitness and peak attitude. Secondly, staffs are encouraged to care for each other as Abs team members and to motivate one another to do their best for members. And most importantly, staff are asked to care for members, to look after their members needs and interests as if their own. Caring is the key value and philosophical component of the Abs culture. It attracts staff who care. It also attracts and keeps the type of members who consider caring to be an important component of their lives and life in general. In other words, we have decided to be a caring company!

## ABS ADVANTAGE IN DEVELOPING & MANAGING FITNESS CLUBS



If you are looking for developing a Commercial Fitness Facility or in a Hotel, IT Park, Residential Schemes or even a Township, Abs will help you with all following aspects:

Full support and backing from acclaimed professional in the fitness business.

Complete assistance in setting up a fitness facility right from selection of the site to the final functioning of the club.

Complete design support along with sourcing the fitness equipment.

Benefits of using the tried and tested club management systems and programs.

Focused and personalized training related to all aspects of the club operations.

Helps to buy fitness equipments at a good price.

Need analysis and setting up systems that suit requirements.

Benefits of affiliations with AFA - Abs Fitness Academy and ABS - Fitness and Wellness Club, IHRSA - International Health, Racquet & Sports Club Association, IDEA - Health & Fitness Association, PRECOR

# DEVELOPING FITNESS FACILITIES



We take complete responsibility for all the following procedures for your club

## **Developing the facility**

- Finalization & coordination of the Interior designer
- Procurement of items
- Design finalization
- Equipment selection
- Equipment procurement
- Temperature management
- Audio / Video systems: TV's, music system
- Access control system and CCTV
- Communication systems: EPABX and extensions
- Information technology: Hardware and software
- Steam generators for the steam rooms
- Fire alarm and fire fighting systems
- Civil and structural works
- False ceiling
- Flooring
- Wall panelling
- Glazing and mirrors
- Furniture and fixtures
- Plumbing and sanitation
- Landscaping
- Finishing materials
- HVAC Installation
- Electrical Installation

# DEVELOPING FITNESS FACILITIES



## **Recommending Best International Equipment**

Workout equipment specifications & ordering:

Mix of equipment / specifications

Finalize terms & conditions

Following equipments shall be included:

Cardiovascular Equipment (Treadmills, Cross Trainers, Bikes)

Strength Training Equipment (Free weights, Single Station)

Group Activity Equipment (Aerobic Benches, Body Bars, Fitness Bands)

## **Operations and Management**

Set up complete systems and programmes  
for the smooth functioning of the fitness facility.

Recruitment

Training

Day to day management

Standard operations procedures, staffing and training

# ABS- FITNESS AND WELLNESS CLUB



**These unisex clubs can be in the range of 5000-sqft to 30,000 sqft.**

- Specialised Weight Loss Studio
- World class Gymnasium
- Physio Club
- Swimming pool with aqua-classes, coaching facility and aqua- physio therapy
- Independent Spas for men and women with steam, changing areas and lockers
- Counseling Rooms and Orientation suites for member networking
- More than 100 group classes a week ranging from abs, hips, flexibility, step, circuit, yoga, pilates to martial arts.
- Walking track and beautifully landscaped activity areas
- Fitness Instructor Training Academy
- Latest edition of cardio machines with independent LCD monitors and unique shock absorbers
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- Strength training machines for general fitness and bodybuilding
- Specialised Abs machines to train entire core region
- Specialised Stretching machines and Resistance machines with innovative incremental weight systems
- Group X equipment for wide variety in training
- Café and Juice Bar.

# ABS-SPORTS CLUB



**These Abs Sports clubs are spread across 30,000-sqft to 1,00,000 sqft.**

Our Sports Club is a world of fun, fitness & sports with access to world-class facilities that help develop and nurture the invaluable quality of sports for a healthy body and a relaxed, positive mind. With special interest to families especially children, it provides top-of-the-line facilities for a whole gamut of sports, right at their doorstep encouraging individual physical and personality development. The 25,000 sq. feet air-conditioned sports club has two levels with a very bright comfortable reception, a member's lounge and a sprawling campus ambience. The ABS Fitness Floor has a cardio section, with tread mills, cross trainers, the strength training and the free weights area. The Strength training and cardio equipment is from Precor USA , 2006 edition with latest features like electronic read-outs. All free weights are from Precor too and are rubberized. AFA Certified fitness trainers impart knowledge and fitness training along with one to one training by specialists and counseling by nutritionists.

## **Some facilities at Abs Sport Club :**

- Yoga Studio
- Group X Studio
- Kids Studio
- Squash Courts
- Aerobics Studio
- Specialized Weight Loss Studio
- Complete Body Composition
- Certified Fitness Trainers
- Olympic Size Swimming Pool
- Soccer Field
- Spinning Studio
- Cardio Studio
- Tennis courts
- Jogging track
- Volleyball courts
- Skating rink
- Basketball courts
- Kid's pool

# ABS FOR HER- EXCLUSIVE WOMEN'S FITNESS



## **First Exclusive Women's Fitness Chain in India spread across 2500 -3500 sq ft**

For many women who are new to exercise, traditional gyms can be intimidating and time consuming. Abs For Her however provides a safe, efficient and effective workout targeting weight and fat loss for women of all ages and fitness levels in an environment that's comfortable and welcoming.

The clubs are based in all major residential areas of the city targeting today's house makers as well as working women who want to loose weight but are not comfortable in traditional gyms. Who are short of time and don't want to travel far for their workout. Abs For Her will be opening 30 clubs all over the country within the next 2-3 years. Our each club is spread across 2500 -3500 sq ft and has a specialized 30 minute circuit training program with word class circuit series equipments specially designed for women from Life Fitness USA. Group classes like aerobics, salsa, kickboxing, Pilates, yoga are be conducted in the circuit training program. Each member is tested with a specially designed body composition machine and has an individualized nutrition planning done by a certified nutritionist.

The clubs are equipped with Power Plate equipment a premium vibration device powering a new dimension in weight loss solutions for women of all ages, lifestyles and physical abilities. The clubs also have a dedicated kid's studio, where women can keep their kids engaged under professional help while working out.

# ABS FITNESS ACADEMY



Every trainer working at abs goes through a 100 hours of rigorous training in health and fitness. These trainers and professionals are trained in the core values of Abs.

## HIGHLIGHTS OF THE COURSE:

- Course under the guidelines of American College of Sports Medicine (ACSM). USA
- Day to day operations procedures from Club management
- Exposure to latest and top of the line training Equipments. Precor USA .
- Exposure to the latest trends and innovative group classes.
- Exposure to the Standard Operating Procedures of a Fitness Professional.
- Special population exercise and programming details.
- Guest lectures by top fitness professionals.
- Training through Audio and visual presentations
- Grooming and personality development.,
- Internship Program, Case studies and research programs
- Club Development and club Management Training
- When a new club is opened the team is trained by the Academy in systems, operations and processes.
- Finance, Sales and Marketing
- Virtual training
- Access to Abs at value price
- Limited seats.

## AFFILIATIONS & ASSOCIATIONS



International Health, Racquet and Sports club Association is a trade association serving the health and fitness club industry. IHRSA's mission is to grow, protect and promote the health and fitness industry, and to provide its members with benefits that will help them be more successful. As a member of IHRSA all members of abs can use 3000 club around 70 countries. IHRSA has strict guidelines to manage and promote clubs, which Abs Fitness and Wellness Club adheres to.



Abs is associated with Precor, USA to spread awareness among fitness professionals. Precor is part of Amer Sports which is the world's leading sports equipment company with internationally recognized brands including Wilson, Atomic, Suunto, Precor, Mavic and Salomon with its family of brands. All Amer Sports companies develop and manufacture technically advanced products that improve the performance of active sports participants. Amer Sports Corporation is listed on the Helsinki Stock Exchanges.



Abs is proud to announce its association with Nike. With this tie up Nike will always hold launch for its products at Abs clubs. This will benefit the members who can be aware of latest trends Nike will hold educating seminars for members at our clubs to create awareness of Apparels and shoes suitable for fitness and various types of sports.



IDEA is the world's leading membership organization of health and fitness professionals, with more than 19,000 members in over 80 countries. Since 1982, IDEA has provided health and fitness professionals with unbiased data, pertinent information, educational resources, career development and industry leadership.



All Abs Clubs are developed and managed under the ACSM guidelines. Much more than a slogan, the American College of Sports Medicine puts into practice its strategic efforts to advancing the health of all. As the largest sports medicine and exercise science organization in the world, ACSM has more than 20,000 International, National, and Regional Chapter members.





PUNE | MUMBAI | BANGALORE | RAIPUR | ALLAHABAD

PUNE CLUBS:

CAMP | SB ROAD | MAGARPATTA CITY |  
AUNDH | BANER | KOTHRUD | MUKUNDNAGAR

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