

Talwalkars intensifies expansion drive with 8 new branches opened within a fortnight

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Elucidating the rationale behind opening eight new centres together, Mr. Prashant Talwalkar, Managing Director, Talwalkars Better Value Fitness Pvt. Ltd said, 'Lately, the fitness industry is seeing a paradigm shift with people aspiring for complete wellness rather than just staying fit. At Talwalkars, we are completely in sync with consumer's needs. Besides opening new health centres in cities and smaller towns, our effort has been to introduce new services/facilities on a regular basis to help provide a complete wellness package to our members.' With the addition of these new health centres , the total number of Talwalkars centres across India exceeds 50.

Speaking about the company's focus on corporate membership aspect, Mr. Prashant explains, 'Corporate membership will be a new focus area for us this year. With surging work pressure and stress related ailments rampant amongst the corporate crowd, we felt the need to offer specialized fitness packages to them at a discounted fee. We already have few large corporate firms availing this service'

Spacious and well-designed areas, elegant interiors, clear demarcation of space for different types of work-out and state-of-the-art fitness equipments from Nautilus & Precor characterize Talwalkars health centres. Besides every centre has trained personnel which includes personal trainers, dieticians, physiotherapists and masseurs. The instructors and nutritionists undergo intensive training in Talwalkars own training academy in Mumbai prior to assuming their role. The Talwalkars Training Academy engages the best of instructors from this field for a 30 - 40 day course. The trainers secure international level certification after undergoing the training. Talwalkars soon plans to start the hitherto untouched field of clinical exercises.

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About Talwalkars:

Talwalkars Better Value Pvt. Ltd (TBVF) established in 1932 popularly known as Talwalkars is India's largest chain of health centers. With approximately 100,000 members and over 50 existing branches, Talwalkars is the only health care chain in India to have set up ultramodern branches in most of the major cities across the country.

The success of Talwalkars can be attributed to their personalized approach towards their customer which includes proficient advice & supervision from an in house team of dieticians & physiotherapists. By leveraging its expertise of over 75 years, Talwalkars specializes in innovative programmes such as the Personal Exercise Programme (PEP), body sculpting and body shaping which ensures that their customers not only gain the desired results but at the same time make exercising an enjoyable experience. In addition, Talwalkars continuously engage in facility upgrades by bringing in state-of-the-art gym equipments that provides world class benefits to their patrons.

Talwalkars Nutrition Centre which is a part of every branch provides simple, effective and scientific ways to lose and gain weight. Their programmes include daily diet counseling, exercising, and steam and sauna baths. The recently established Research and Development (R&D) department conceptualizes health programmes that is tailor made to suit every individual needs.

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