

Press release

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Fitex India 2018 kick-started today, with Messe Frankfurt India also launching Fitex Convention

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The fourth edition of the grand fitness fair kick-started today at India Expo Mart, Greater Noida with a high-powered Masterclass by Zumba founder Beto Perez and India's famed rapper Badshah. Organisers also launched the Fitex Convention bringing over 25 internationally acclaimed fitness experts for exclusive sessions, live demonstrations and competitions.

Fitex India – India's largest and most interactive expo of its kind opened its doors at the India Expo Mart on 05th May, running for two days.

Unlike any inauguration, this highly fitness-focused trade fair and convention kick-started with a Zumba Masterclass hosted by none other than international sensation and Zumba founder Beto Perez. While the session played the original Zumba musical segment, famous singer-rapper Badshah added an extra dash of energy to this early morning workout session with his swag.

The 'wow' factor was further enhanced on the first day of the fair by the presence of Indian and internationally acclaimed fitness experts including:

1. Mr Madhukar Talwalkar, CEO, Talwalkars
2. Mr Chitharesh Natesan, Mr Asia 2018, Mr India 2018
3. Mr Beto Perez, Founder of Zumba
4. Mr Prabodhan Davkharey, Chairman, Nitro Wellness and Fitness Hub
5. Mr Vijay Thakkar, Founder & CEO, 48 Fitness
6. Mr Vikas Jain, Managing Director, Anytime fitness
7. Mr G Ramachandran, Director, Gold's Gym
8. Mr Bhupinder Dhawan, Dhronacharya The Gym
9. Mr Harmeet Luthra, Director, Fitline
10. Ms Shikha Gupta, Director, Lifefitness India
11. Mr Dinesh Kapoor, Managing Director, Fitness World
12. Mr Raj Manek, Executive Director and Board Member, Messe Frankfurt Asia Holding Ltd

Designed with the aim of promoting wellness and health solutions, India's biggest fitness brands including Life Fitness, Fitline, Cybex, KFS, Matrix, Gymline, Fitness World, S&T Welcare, Trinity Healthcare, Star Fitness, Avvatar, Sted Fast Nutrition, have come together to showcase

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the latest in technologies, accessories, gears, nutrition supplements and solutions.

More than 50 live sessions along with competitions on Powerlifting, Classic Bodybuilding, Men's Physique, and Bikini Diva will be hosted over the two days. Winners competing in this stunning show of raw power will be contending for a grand prize by Fitline, a pioneer equipment provider in the fitness industry. Highlights of the first day include Yog beyond Asans by Ramanjit Garewal, Funtensity and TRX Superhero Workout by Jonathan Ross, Kettlebell Sport Fitness by Sergei Rudnev, ZUMBA® by Sucheta Pal, Poundfit Rockout Workout by Michelle Opperman and Amrita Yadav, Piloxing Knockout (Ultimate test of Athleticism) by Parikshit Chavan and Mahek Shah, Body Art Retreat by Shakti and Rashmi Ghambir among many others.

Now in its fourth edition, the organisers have also announced the launch of an international fitness convention - the Fitex Convention, an ACE approved CEC points certification program for gym trainers and fitness professionals from all over the country, giving an opportunity to registered participants to attend Masterclasses with over 50 of the world's top Fitness experts at one place, and a choice of 60 sessions across five classrooms.

The two-day grand fitness event will close its doors on 6 May.

Press information and photographic material:

www.fitexindia.com

Links to websites:

<https://www.facebook.com/fitexindiaexpo/>

<https://twitter.com/Fitexindia>

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). * preliminary numbers 2017
For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

Fitex India
India Expo Mart, 5 – 6 May 2018