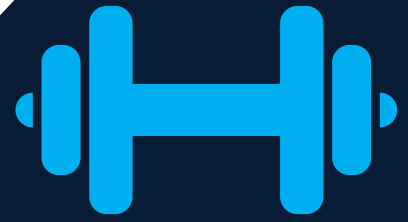


**YUVAM
FITNESS CENTER
PARTNERSHIP
PROGRAM**



**GREAT FITNESS CENTERS
RETAIN MEMBERS
FOREVER**



The Fitness Math

	Men		Women	
	Urban	Rural	Urban	Rural
Overweight or obese (BMI ≥ 25.0 kg/m ²) (%)	29.8	19.3	33.2	19.7
High risk waist-to-hip ratio (≥ 0.85)	50.1	46.4	59.9	55.2
Age 15-49 yrs who are anemic (<13.0 g/dl) (%)	20.4	27.4	53.8	58.5
Age 15-19 yrs who are anemic (<13.0 g/dl) (%)	25.0	33.9	56.5	60.2
Blood sugar level (>140 mg/dl) (%)	17.9	14.5	16.3	12.3
Hypertension (Systolic ≥ 140 and/or Diastolic ≥ 90 mm of Hg) (%)	26.6	22.7	23.6	20.2
Age >15 years who consume alcohol (%)	16.5	19.9	0.6	1.3

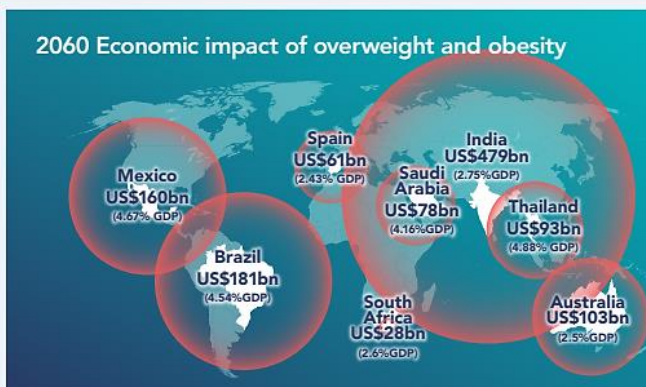
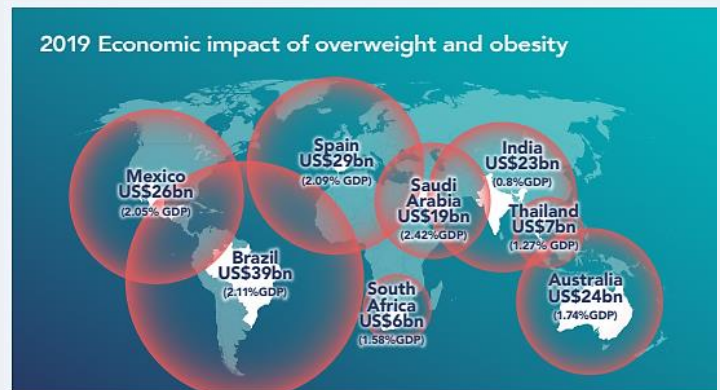


India is gripped with an endemic situation where approx. 25%¹ of the population is suffering from overweight and obesity & the rate is projected to increase exponentially. As per WHO 43% of the people in the world were overweight and 16% were living with obesity.² As per WHO, Overweight and obesity result from an imbalance of energy intake (diet) and energy expenditure (physical activity).

¹As per [National Family Health Survey-5, 2019-21](#)

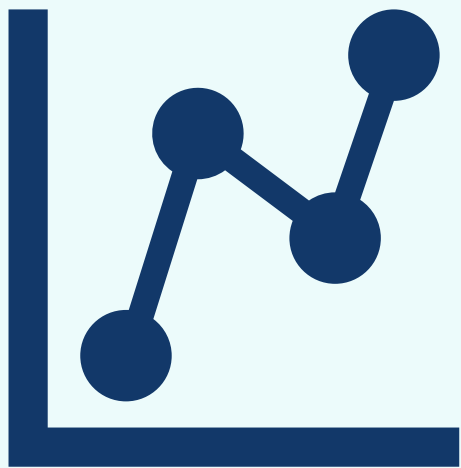
²As per [WHO report on Obesity and Overweight](#)

According to UNICEF'S World Obesity Atlas for 2022, the economic cost for India due to obesity alone is likely to increase from USD 23 Billion to USD 479 Billion (approx. 20 times) from 2019 to 2060.



In a nutshell, the working population of India is increasingly getting unhealthy, and it will have a direct impact on Nation's Healthcare costs.

The Most Important Fitness Centre Membership Retention Statistics



As per a study published in 2018 regarding Fitness Centre Retention Strategies¹:

80% of gym members claim they are likely to refer someone if they have a positive experience.

More than **70%** of people who joined the gym to lose weight were retained for more than a year.

63% of gym members attend regularly during the first month, dropping to 33% by month six.

Over **40%** of lost revenue in gyms can be attributed to member attrition.

Fat reduction is the first and the most effective stage of member retention. **A significant weight** loss can help Fitness Centers not only retain members but also offer referrals to others to join the fitness centre thus not only improving the existing but additional revenue. Fitness Centers can thus tie up with YUVAM which specializes in lifestyle modifications whereby, they can help reduce significant fat through its customized diet and supplementation plans thus improving the health & fitness of the members' overtime and helping Fitness Centers tide over the most difficult stage of member retention.

Going forward, member data can periodically be shared with the Fitness Centers to make necessary changes in members' exercise protocols thereby giving greater credence to the health & fitness imparted by the Fitness Centers.

¹ <https://core.ac.uk/download/pdf/160238869.pdf>

YUVAM: The Catalyst Between Fitness Centres and Its Members

YUVAM is a health-tech start-up by alumni of Indian School of Business, Hyderabad who are also Certified Nutritionists. At YUVAM, we believe in revolutionizing health & fitness by acting as a catalyst between the [Fitness Centers](#) and their members so that retention and referrals improve significantly by giving guaranteed fat loss results in the first 03 months of onboarding which is the most critical period of retention. This is achieved by YUVAM's customized supplementation, diet and lifestyle modification protocols. We are excited to announce our partnership opportunities with [Fitness Centers](#), paving the way for transformative changes in members' health and fitness.

Why Partner with YUVAM?

Comprehensive Health Transformation: YUVAM offers a holistic approach to health improvement, focusing on lifestyle modifications through supplementation and personalized diet plans. By addressing the root causes of health issues, we aim to foster lasting changes in members' lives which also ensures no lifestyle disorders such as Diabetes, High Blood Pressure, Fatty Liver, PCOD, Hypothyroidism etc. in the future.

Expert Guidance: Our team consists of experienced nutritionists, and lifestyle experts who tailor programs to meet the unique needs of each patient. With personalized support and guidance, members receive the tools and knowledge necessary to achieve their health goals.

Technology-Driven Solutions: Leveraging technology, YUVAM provides convenient access to its resources through its user-friendly platform. From tracking progress to reporting data, our digital solutions streamline the health improvement journey for members.

Seamless Integration with Fitness Centers Systems: Our partnership model ensures seamless integration with Fitness Centers workflows, allowing for efficient referral processes, monitoring of members beyond Centers time and collaboration between [Fitness Centers](#) and YUVAM. This integrated approach enhances members' health and fitness.

Scalable and Sustainable Impact: By promoting lifestyle changes, YUVAM's programs contribute to long-term health improvements, reducing the burden on healthcare systems and enhancing overall population health. Our scalable model enables [Fitness Centers](#) to reach more members and make a meaningful impact on community health.

Unlock the Potential of Partnership

Partnering with YUVAM offers hospitals a unique opportunity to elevate member health & fitness and drive positive health outcomes. Together, we can empower individuals to embrace healthier lifestyles, leading to happier, healthier communities.

Join us in redefining healthcare with YUVAM. Contact us today to explore partnership opportunities and embark on a journey towards a healthier future.

Win - Win Solution to attain Member Fitness Goals



The study on diet and exercise interventions published in Oct 2014² stated that programs based on physical activity alone are less effective than combined Behavioral Weight Management Programs (BWMPs) in both the short and long term.

This means that the YUVAM protocols which are based on diet and supplementation can help reduce excess weight such that when it is followed up with exercise plans leads to better weight management amongst the people.

Fitness Centers which partner with YUVAM can attain the following benefits:

1. **Retainership Enhancement:** YUVAM's health programs, focusing on lifestyle modifications, supplementation, and personalized diet plans, lead to improved member outcomes. This helps in enhanced retention at the Fitness Centers leading to increased revenues.

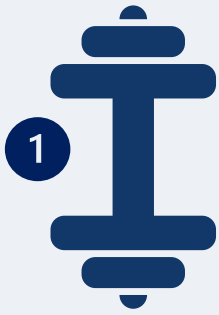
2. **Word of Mouth Promotions:** YUVAM's unique protocols and effectiveness in reducing fat, chronic inflammation, and restoring metabolic flexibility will undoubtedly generate positive word-of-mouth promotion among members. Satisfied clients are the best advocates for your Fitness Centers and its services.

3. **Enhanced Member Benefits:** Members will benefit from a comprehensive approach to health and fitness that combines traditional Fitness Centers workouts with YUVAM's expertise in nutrition, metabolic health, and personalized coaching which also helps them not to contract lifestyle diseases such as Diabetes, High Blood Pressure, Hypothyroidism etc. in future.

4. **Revenue Generation:** Through our partnership model, Fitness Centers can generate additional revenue streams by offering YUVAM's programs as supplementary services while YUVAM interacts with members requiring lifestyle modifications and helps reduce their weight.

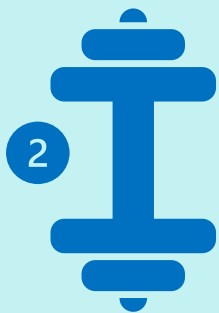
² <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4180002/>

Fitness Centres Engagement Model



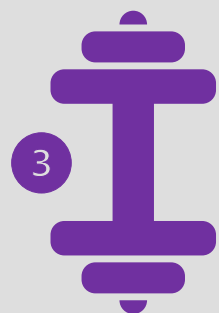
Initial Needs Assessment

- + YUVAM initiates discussions with Fitness Centers and key stakeholders to understand their goals, challenges, and member demographics.
- + Conduct a needs assessment to identify areas where YUVAM's programs can complement existing Fitness Centers services and address unmet patient needs.



Customized Partnership Proposal

- + Develop a customized partnership proposal outlining the specific services and benefits YUVAM can offer to the Fitness Centers.
- + Highlight how YUVAM's programs can improve member outcomes, revenue generation, operational efficiency, and contribute to the Fitness Centers strategic objectives.



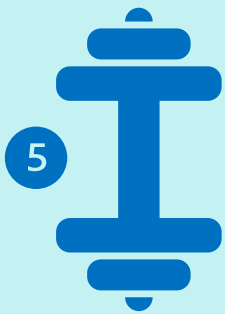
Pilot Program Implementation

- + Start with a pilot program to demonstrate the effectiveness and value of YUVAM's services to one Fitness Centre.
- + Select a specific member population to participate in the pilot program, such as young girls, housewives, working professionals etc.
- + Collaborate closely with Fitness Centre staff to integrate YUVAM's services into existing pathways and workflows.



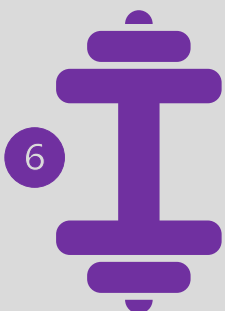
Member Referral and Enrollment

- + Establish clear referral pathways for Fitness Centre staff to refer eligible patients to YUVAM's programs.
- + Provide training and educational materials to Fitness Centre staff to promote member engagement and enrollment in YUVAM's services.
- + Offer incentives or rewards for Fitness Centre staff to encourage referrals and participation in the program.



Ongoing Monitoring and Support

- + Monitor member progress and outcomes using YUVAM's technology platform and data analytics tools.
- + Provide regular updates and reports to Fitness Centers administrators and trainers on member's engagement, adherence, and health improvements.
- + Offer ongoing support and resources to Fitness Centre staff, including training sessions, educational materials, and access to YUVAM's team of health experts.



Evaluation and Optimization

- + Evaluate the impact of the partnership on member outcomes, Fitness Centers operations, and financial performance.
- + Solicit feedback from Fitness Centre staff, members, and other stakeholders to identify areas for improvement and optimization.
- + Adjust and refine the partnership model based on lessons learned and feedback received, ensuring continuous improvement and alignment with the Fitness Centers evolving needs.

**“Fitness Centres & YUVAM, a team that
cares,
Collaboration in fitness, beyond compare
Together, we'll harmonize,
Healthier lives, our shared prize!”**

The partnership between YUVAM and Fitness Centers creates a synergistic relationship where both parties contribute to the mutual goal of improving member health & fitness outcomes, enhancing operational efficiency, and driving innovation in fitness delivery. It's a win-win solution that ultimately benefits members, Fitness Centers and lifestyle modification health-tech platforms such as YUVAM.

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