

Crunch Fitness India Signals a New Phase as the Best Gym Franchise in India



Noida, Uttar Pradesh Jan 14, 2026 ([Issuewire.com](https://www.issuewire.com)) - Crunch Fitness, a globally established gym brand, has formally entered India, marking a pivotal step in the country's fast-developing organised fitness sector.

The market has expanded steadily over the last decade and is projected to reach around ₹37,700 crore (approximately \$4.5B) by 2030, driven by rising lifestyle-related health concerns, stronger awareness of strength and weight training, and growing expectations for professionally managed gyms with structured, scientifically planned recovery systems.

Crunch Fitness India, the first of its kind in the Indian market and often discussed among the best gym franchise in India, hopes to launch a minimum of 75 clubs across the country. It offers a high-value, low-price (HVLP) model that mixes high energetic workout areas with scientifically backed physical rejuvenation, which has been totally absent in the local market.

"Indians take fitness very seriously now. They have high requirements for their gyms. We aim to bridge the gap between their expectations and the current standards of the fitness industry in India," said on the event of launching, Nikhhil Kakkar, the CEO of Crunch Fitness India.

Crunch Fitness India will introduce several global-style formats, including:

- Dedicated HIIT Zone designed for progressive, movement-driven workouts
- Relax & Recover® area featuring red light therapy, infrared sauna, and cold dry plunge technology
- Extensive group workout sessions for strength, conditioning, and core training
- Certified trainers follow structured assessment and coaching protocols

Industry observers believe that the brand's arrival will encourage standardisation in pricing, safety benchmarks, and trainer education, areas where the organised segment has been inconsistent. The franchise-led expansion strategy of Crunch Fitness India is also projected to create new opportunities for investors seeking stable participation in wellness infrastructure.

Investor Economics Highlights:

- ₹3Cr–3.5Cr investment
- 30–40% yearly returns
- fastest ROI in the category
- cash flow starts before gym opening through pre-launch membership sales

A leading independent fitness analyst noted, "The presence of a legacy international player usually pushes the entire category forward, vendors improve equipment quality, real-estate planning becomes more scientific, and customers benefit from better air delivery, hygiene, and injury-prevention systems. Crunch Fitness India fits perfectly into this next chapter."

Crunch Fitness India has a strategy for a gradual introduction in metro and developing Tier-1 cities, and is often referred to as one of the best gym franchise in India, where each facility will be customized according to local tastes but still maintain the brand's all-embracing principle.

The firm intends to work together with doctors and physiotherapists to get the public to adopt the right exercise practices and to be aware of the rejuvenation happening at the cellular level.

Boilerplate:

Crunch Fitness India is a member of the worldwide network of Crunch, which is characterized by its no-judgment culture and high-energy workout approach that is supported by rhythm.

The brand has already reached out to customers around the world through new training formats, professional coaching systems, and glorious recovery technology, and is offering its services to both professional athletes and first-time gym-goers.

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