

WORLD'S LARGEST HEALTH, SPORTS, FITNESS & WELLNESS *Expo*



IHFF

INTERNATIONAL HEALTH, SPORTS & FITNESS FESTIVAL



PRAGATI MAIDAN - DELHI
BOMBAY EXHIBITION CENTRE - MUMBAI

ALLIED EVENTS



International Health, Sports & Fitness Festival has proven to be the pinnacle of all Health and Fitness Trade Shows, not only in India but across the entire globe. With its impeccable planning and execution, it continues to be the benchmark in the Health, Wellness & Fitness segment setting a standard that is unmatched.



IHFF is the most acclaimed platform for brand awareness and promoting the growth of the Health, Fitness, Wellness & Sports Industry. This Trade Show has been a catalyser amongst a plethora of segments, including; **Fitness & Sports Equipment, Sports Nutrition, Fitness & Health Technology Solutions, Gym Wear/Apparel, Health Foods and Beverages, Beauty & Cosmetics**, and many more aspects of this vast market.

EXHIBITOR PROFILE

- » FOOD, NUTRITION/ SUPPLEMENTS DISTRIBUTORS & MANUFACTURERS
- » FITNESS EQUIPMENT DISTRIBUTORS & MANUFACTURERS
- » SPA & WELLNESS
- » BEAUTY & COSMETIC
- » HEALTH FOOD / HEALTHY SNACKING
- » SPORTS EQUIPMENTS MANUFACTURERS
- » FITNESS APPAREL AND CLOTHING/GEAR
- » FITNESS AND WELLNESS
- » HEALTH INSURANCE
- » DIAGNOSTICS AND THERAPEUTICS
- » HERBAL & AYURVEDIC PRODUCTS
- » FITNESS TECHNOLOGY EQUIPMENTS & GADGETS
- » GYM / FITNESS SOFTWARE & APPLICATIONS
- » PACKAGING & LABELING
- » FITNESS CLUBS / GYMS
- » TRAINING SCHOOLS / INSTITUTIONS
- » DIAGNOSTIC CENTRES/SLIMMING CENTRES & MANY MORE...



EXHIBITION HIGHLIGHTS

1,50,000+
VISITORS

500+
HOSTED BUYERS

500+
EXHIBITING BRANDS

40,000
SQ.MTS OF AREA

» INTERACT WITH
THE RIGHT CHANNELS

» BE A RENOWNED PLAYER
IN THE REGION

» GENERATE SALES
COST-EFFECTIVELY

» EXHIBIT PRODUCTS,
SOLUTIONS AND
INNOVATIONS

» SOCIAL MEDIA
REACH IN BILLIONS

» DEDICATED RSVP FOR
B2B AUDIENCE

» PANEL
DISCUSSIONS

» WORKSHOPS

» PRODUCT DEMOS

» SAMPLE GIVEAWAYS

» GUEST POSING

» CELEBRITY
INTERACTIONS

» CROWD ENGAGEMENT
ACTIVITIES



WHY INVEST IN INDIA'S BOOMING HEALTH, WELLNESS & FITNESS MARKET?

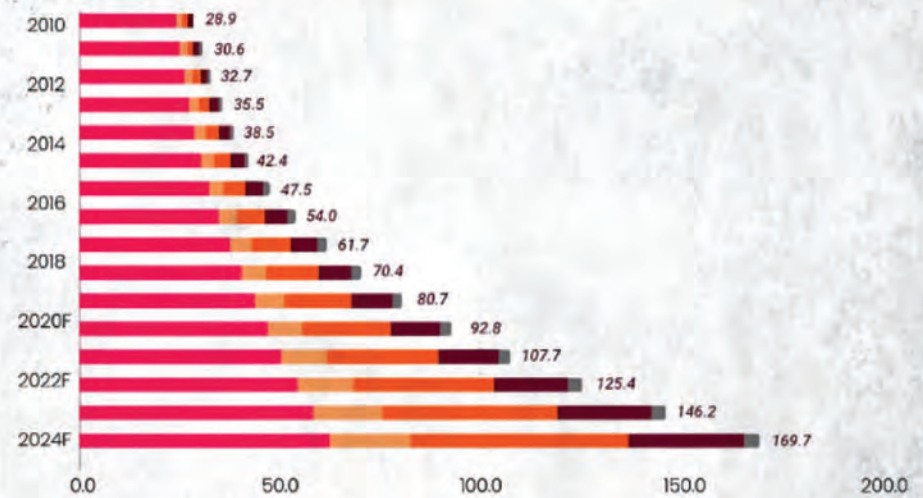
UNLOCK A THRIVING OPPORTUNITY!

The Health & Fitness market in India is projected to grow by **11.57% (2022-2027)** resulting in a market volume of **US\$31.97m in 2027**. India's health and fitness market is experiencing explosive growth, fueled by a surging demand for health, wellness and fitness - a rapidly evolving landscape. Investing in this sector presents a lucrative opportunity to be part of a transformative journey, impacting millions of lives.

HERE'S WHY YOU SHOULD JOIN THE MOVEMENT

- With a population of over 1.3 billion, India boasts a young and growing demographic increasingly prioritizing health and fitness. This translates to a vast consumer base eager for innovative products and services.
- Indians are embracing a holistic approach to health, moving beyond just physical fitness to encompass mental well-being, nutrition, and preventive care. This opens doors for a diverse range of offerings catering to various needs.
- Tier 2 and 3 cities, with their rising disposable incomes and health awareness, offer a virgin market waiting to be explored. This presents significant growth potential for businesses willing to tap into these regions.

With Fitness & Wellness Segment Dominating, Preventive Healthcare is Growing Attention in India



Market Size (in US\$ Billion)

- Fitness & Wellness
- Foods & Supplements
- Diagnostics & Therapeutics
- Health Insurance
- Health Monitoring

Beyond Profits, Make a Difference:

INVEST IN INDIA'S HEALTH, WELLNESS AND FITNESS MARKET.

GYMCON ARENA

The **GYMCON** initiative was undertaken by IHFF in 2019, the ideal destination for all **Premium/Multi Chain Gym Owners, Equipment Manufacturers, Software Designers, Personal Trainers, Activity Specialists**, etc. GYMCON is a concept designed to help fuel business and growth in the Gym Industry, as well as providing a platform to promote a fitter nation. IHFF has formulated a GYMCON Business Lounge which will allow all invitees of the Arena, to efficiently interact, discuss business and delve into the future of the Gym Industry. The sky is the limit for the Indian fitness and gym industry and being the largest platform across the World, it is only right that we promote this burgeoning segment, and provide a plethora of opportunities for networking, engagement and business activities,



PAVILIONS AT IHFF

Nutriexpo & Ingredients, an IHFF initiative, aims to highlight the fast growing segment of **health foods/drinks & healthy snacking** and provide brands the biggest platform to showcase their solutions to a healthier lifestyle. 'Taste of Fitness' promises to be a bustling 3-day B2B & B2C Expo, with multiple channels of networking, as well as a plethora of business opportunities. The best and most appropriate platform to scale your business to extreme heights.



NUTRIEXPO & INGREDIENTS
FOOD | PRIVATE LABEL | PACKAGING

COSMOCRAFT
BEAUTY & WELLNESS EXPO 2024

Join industry leaders, innovators and visionaries for a new experience to foster partnerships, explore cutting-edge products and services and chart the course for mutual growth, the only Expo, where Business Meets Brilliance. Over the course of this Expo you will be sure to interact with numerous brands in the following segments, **Nutraceutical Products, Aromatherapy & Spa Products, Beauty Supplements & Products, Ingredient Suppliers, Packaging Solutions**, etc.



The Sporting Goods Expo is a culmination of all the fastest growing and most popular sporting goods and brands, all under one roof. This 3 day B2B Expo will promote business, networking prospects, partnerships and collaborations in the extremely prosperous and fast growing market of sports and sporting goods. From a perfectly filtered audience of dealers distributors & sportspeople who turn up in large numbers. This Expo will expand over numerous segments in the world of sports, with **Cricket, Football, Basketball, Hockey, Golf, Tennis**, etc.

SPORTING
GOODS **INDIA** EXPO



ASIA'S BIGGEST BODYBUILDING SHOW



10 IFBB PRO CARDS
DELHI



The Sheru Classic Bodybuilding Competition is the pioneer of all Indian bodybuilding & fitness competitions. Founded in 2006 it has trail blazed a path for athletes all across the nation, and is a one of a kind platform that promotes and encouraging young individuals to pursue fitness and bodybuilding as a career path, allowing them to take their talents to a global stage and put India on the map in the bodybuilding space.

Sheru Classic has opened numerous doors, and provided a whole host of opportunities for athletes in India, and continues to move from strength to strength, year on year!

The Bharat Pro Show which first took place in 2022, is the apex of bodybuilding competitions across the nation. The top IFBB Pro Athletes not only from India but all over the world, come down to compete in the Bharat Pro Show, across 5 different categories, for a chance at qualification to the promised land of fitness and bodybuilding. Mr. Olympia.



BHARAT
Pro Show



70 YEAR OLD LEGACY



WHERE LEGENDS ARE MADE

The Amateur Olympia Competition is the most prestigious platform in the world of amateur bodybuilding, and has been the peak for amateur athletes to show their prowess on an international scale. Organised by the International Federation of Bodybuilding and Fitness (IFBB), the Amateur Olympia consists of a plethora of categories, providing the best of the athletes with the priceless IFBB Pro Card, marking them as a Pro Athlete. The sole & official rights to host the Amateur Olympia Competition in India lie with IHFF

25

IFBB
PRO
CARDS



SHOW

Highlights



**GUEST
POSING**



**BOMBSHELL
WORKSHOP**



REGISTRATION

SHOW

Highlights





»»»
WITNESS
The
GRANDEUR
»»»



GLIMPSES >>>



GLIMPSSES >>>



GLIMPSSES >>>



ACTIVITY

highlights



PRODUCT LAUNCH



ARM WRESTLING



KABADDI



MMA



HIGH INTENSITY TRAMPOLINE



ZUMBA



PRODUCT DEMO



SAMPLE GIVEAWAY



STRONGMAN



POWER LIFTING



LIVE KITCHEN



SPINATHON CHALLENGE



CROSSFIT



FIT CONNECT

BRANDING

PRINT MEDIA

- Special features in Times of India highlighting the participating brands along with publicising the show
- Advertisement in leading Health & Fitness Magazines



ELECTRONIC MEDIA

- Television Business Channels
- Radio Channels
- Web Portals
- Emailers



OUTDOOR MEDIA

- Hoardings*
- Bus Back Panels*



SOCIAL MEDIA MARKETING

- Facebook
- Instagram
- Google AdWords
- IHFF YouTube Channel
- WhatsApp Marketing

VENUE BRANDING

- Walkway Panels*
- Pathway Pole Branding*
- Entry Facade
- Entry Bands*
- Lanyards*





PHIL HEATH

7 X MR OLYMPIA (BODYBUILDING)

It's been amazing here in India, the passion from the fans. They truly love what I do not only being 7x Mr. Olympia but also the first IFBB Pro to win the Pro Contest at Sheru Classic 2011 & 12 . The sport of Bodybuilding has grown exponentially here along with all forms and types of health and Wellness . It's really cool to see the evolution in India. A message to all is to train hard, train smart. It involves a lot of pain and sacrifice.



KAI GREENE

IFBB PROFESSIONAL BODYBUILDER (MR OLYMPIA)

What a show put up by IHFF! Thank you for having me here in India to be a part of such an incredible show. The energy is great, I love it. I wish team IHFF all the very best.

It's my first time in India and I'm very Happy to be here. IHFF Expo is amazing and one of the best exhibitions visited so far. Lots of love and warm greetings from the fans . A big thanks to everyone associated with this Expo . IHFF Rocks !!



HADI CHOOPAN

THE PERSIAN WOLF MR.OLYMPIA 2022 (BODYBUILDING)

Hey guys, I want to tell you about the Expo, it's wonderful, it's a very good experience. One of the busiest days today, I like it, I like the fans and the crowd a lot.



ROELLY WINKLAAR

OLYMPIAN ATHLETE



SERGIO OLIVA JR

IFBB PRO ATHLETE

The biggest and best Expo in the WORLD, I will definitely be back next year.



JEREMY BUENDIA

4 X MR OLYMPIA (PHYSIQUE)

India has 1.4 billion people! That is a ton of untapped potential talent. As of the past few years seeing the industry grow through IHFF Olympia India & Sheru Classic has led to a spike in interest in fitness across the board.

This is probably my 5th year being here and I am super excited to be here every year, everybody always shows me love. See you again next year!



ANDREI DEIU

IFBB PRO ATHLETE

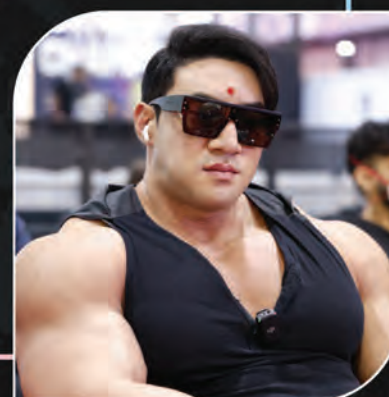
TESTIMONIALS



JOHN EDGARD

BIONICBODY

It's my first time here in India and everything is just amazing. The people here are so friendly and expressive and supportive . Will be back next with my family too.




HWANG CHUL SOON




FITNESS MODEL

India has 1.4 billion people! That is a ton of untapped potential talent. As of the past few years seeing the industry grow through IHFF Olympia India & Sheru Classic has led to a spike in interest in fitness across the board.



For Queries Contact: Mohan  + 91 98206 03890

530, Laxmi Plaza, Laxmi Industrial Estate, New Link Road, Andheri West, Mumbai – 400053

 +9199309 99085 |  info@ihff.asia |  www.ihff.asia



BOOK YOUR SPACE

EVENT ORGANISED BY:

