

**POWERHOUSE  
GYM**



**46**  
**YEARS  
STRONG**







## **POWERHOUSE GYMS INTERNATIONAL**

### **THE LEADER IN FITNESS!**

The Powerhouse Gym name and brand has been one of the top leaders in the fitness industry for over 40 years. It is not uncommon to see an A-list celebrity training at Powerhouse Gym, including such stars as Arnold Schwarzenegger, Cameron Diaz, John Travolta, Jerome "The Bus" Bettis, Alex Rodriguez, Mike Tyson and Dwayne "The Rock" Johnson, to name a few.

Powerhouse has continued to steadily gain global attention by expanding into 17 different countries worldwide. The first Powerhouse Gym still stands in its original location and celebrated its 40th anniversary in 2014.

The Powerhouse Gym name and logo provides its gyms instant recognition and credibility associated with an internationally registered trademark and service mark symbolic with quality in the health and fitness industry.

**46 Years**

history in gym operations

**36 Years**

International licensing

**300+**

Licensees worldwide

**17 Countries**

Global Presence





**GRANDSLAM  
FITNESS**

GRIT | DESIGN | INSIGHT

## GRANDSLAM FITNESS IN INDIA

GrandSlam Fitness is the exclusive partner and distributor of PowerHouse gym Franchise in India. A pioneer in the Health and Fitness Industry, Grand Slam Fitness has been an industry leader for nearly 30 years.

Grand Slam Fitness has been associated with world-class and award-winning brands. Our effort to be the first organized fitness equipment retailer in north India put us ahead of the competition early. We are currently India's only exporter of outdoor fitness equipment.

With more satisfied customers and market presence than the next two competitors put together. The Grand Slam brand is synonymous with Quality, Design, Durability, Efficiency, Functionality, Ergonomics, and Aesthetic Superiority.

Our mission is to make a healthier and fit India with world class fitness facilities. Grand slam fitness offers an appealing Franchise Opportunity in India with low cost entry points, high return on investment and a vast network of operational support.

## PARTNER BRANDS

**TRUE**

**TUFFSTUFF**  
FITNESS INTERNATIONAL

**wattbike**

**Octane**  
FITNESS

**LANDICE**

**TRAINING**  
**WALL**

**FI**  
FIT INDIA TRUST

**XPT**  
BY  
GRANDSLAM  
FITNESS

**TURBUSTER**





# WHO'S TRAINING AT POWERHOUSE GYM?



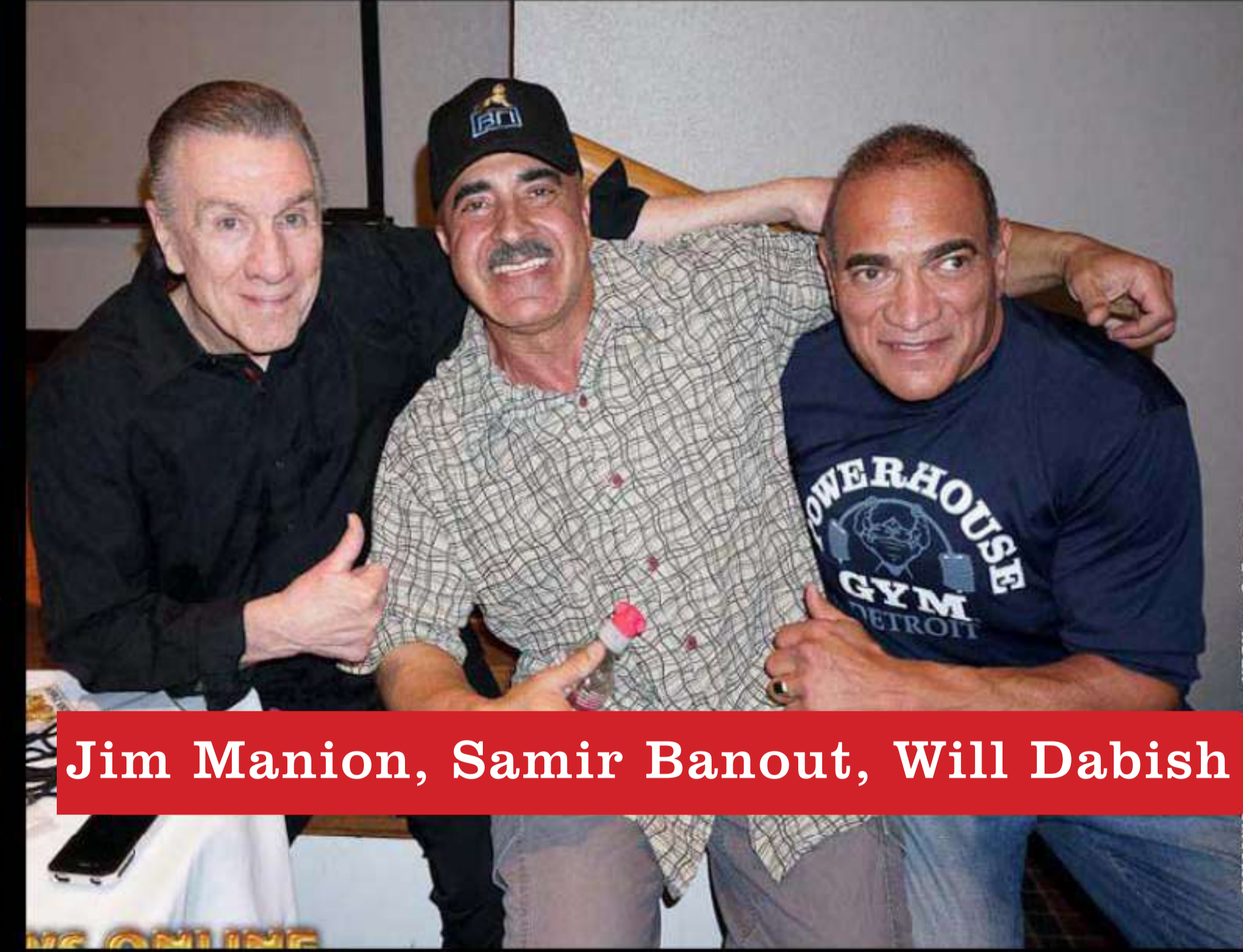
4X Mr Olympia Jay Cutler



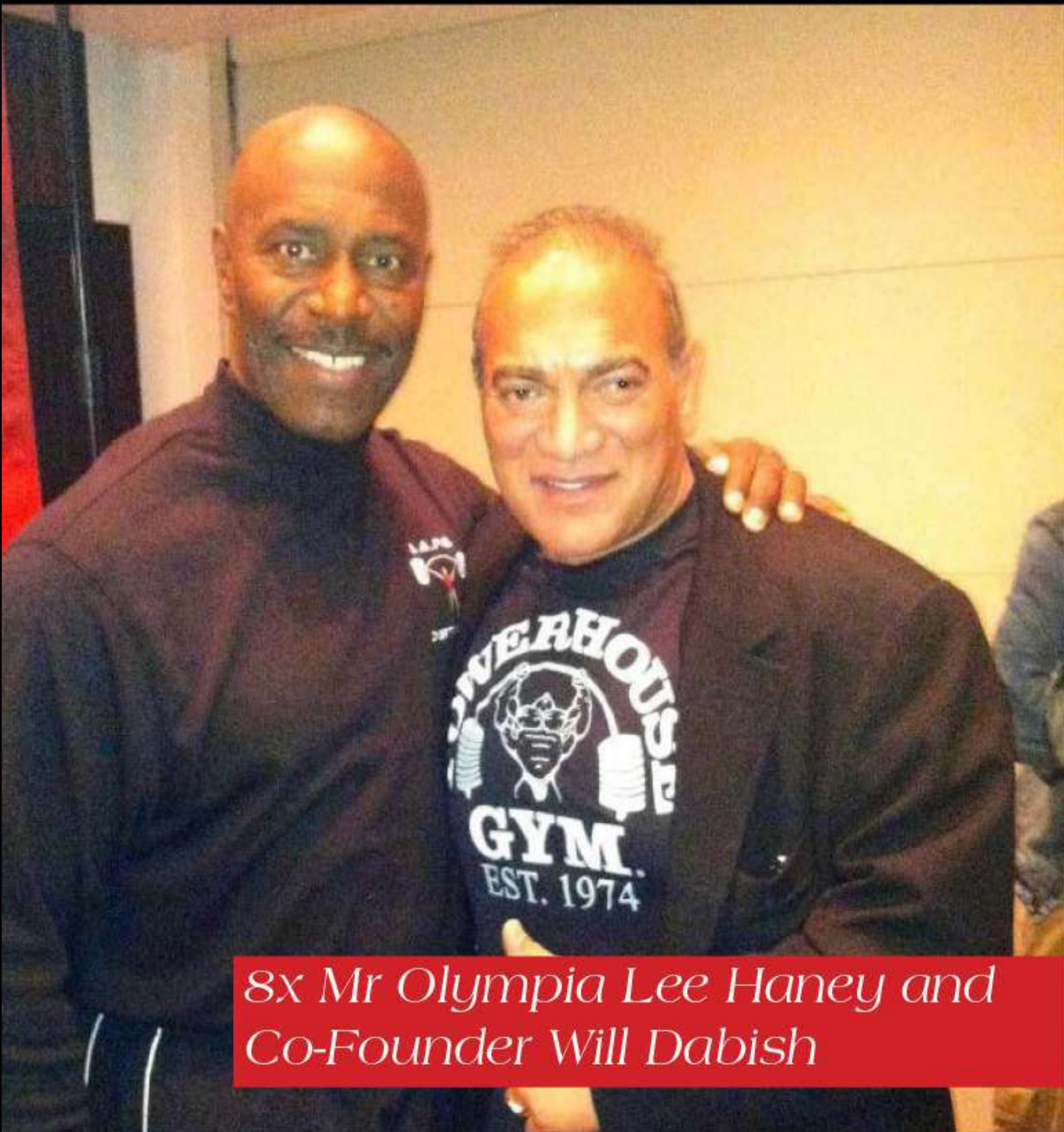
Kai Green



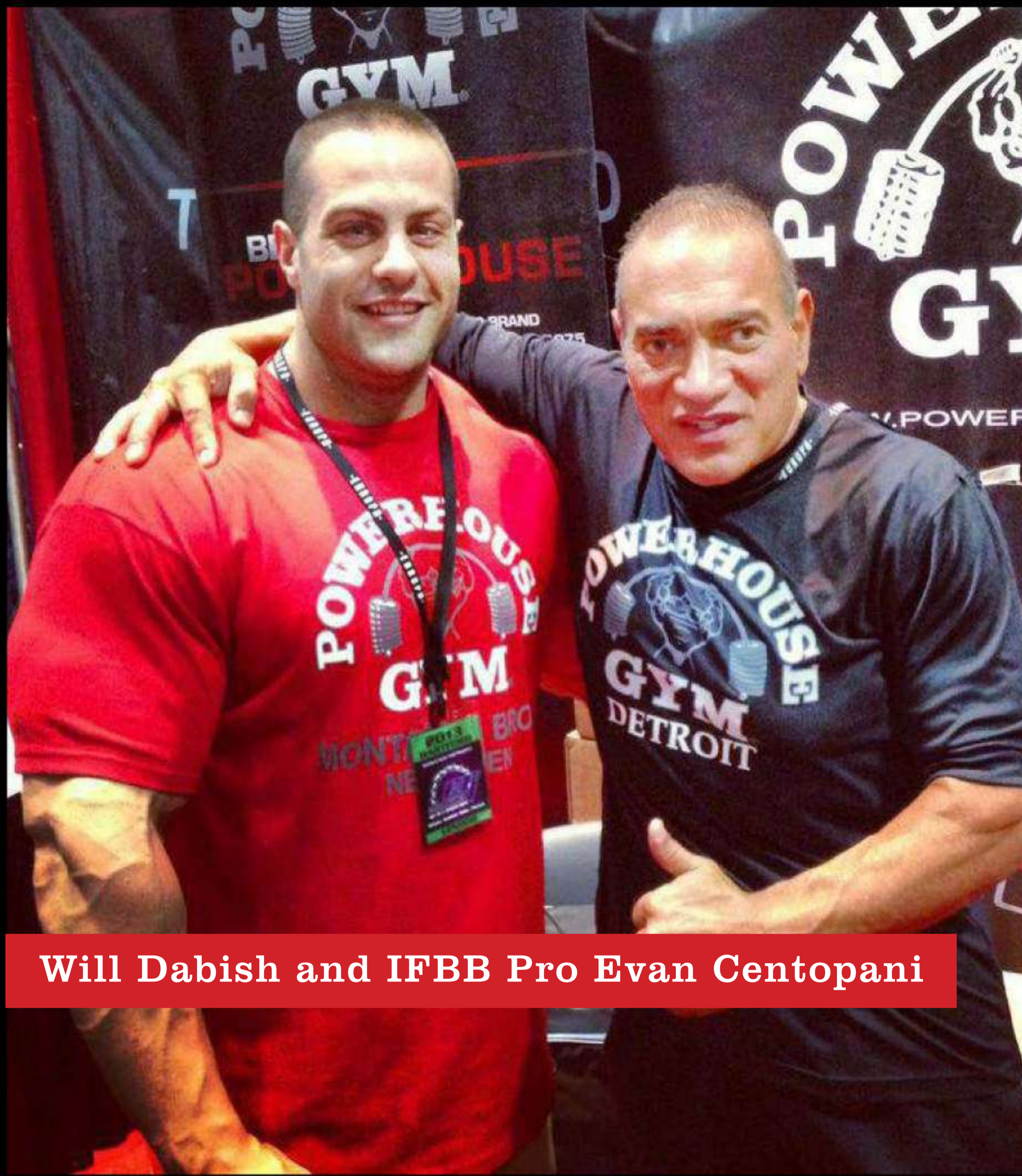
Downtown Tampa Bay Biceps Pumped Up



Jim Manion, Samir Banout, Will Dabish



8x Mr Olympia Lee Haney and Co-Founder Will Dabish



Will Dabish and IFBB Pro Evan Centopani



MMA Legend Ken Shamrock



Bev Francis



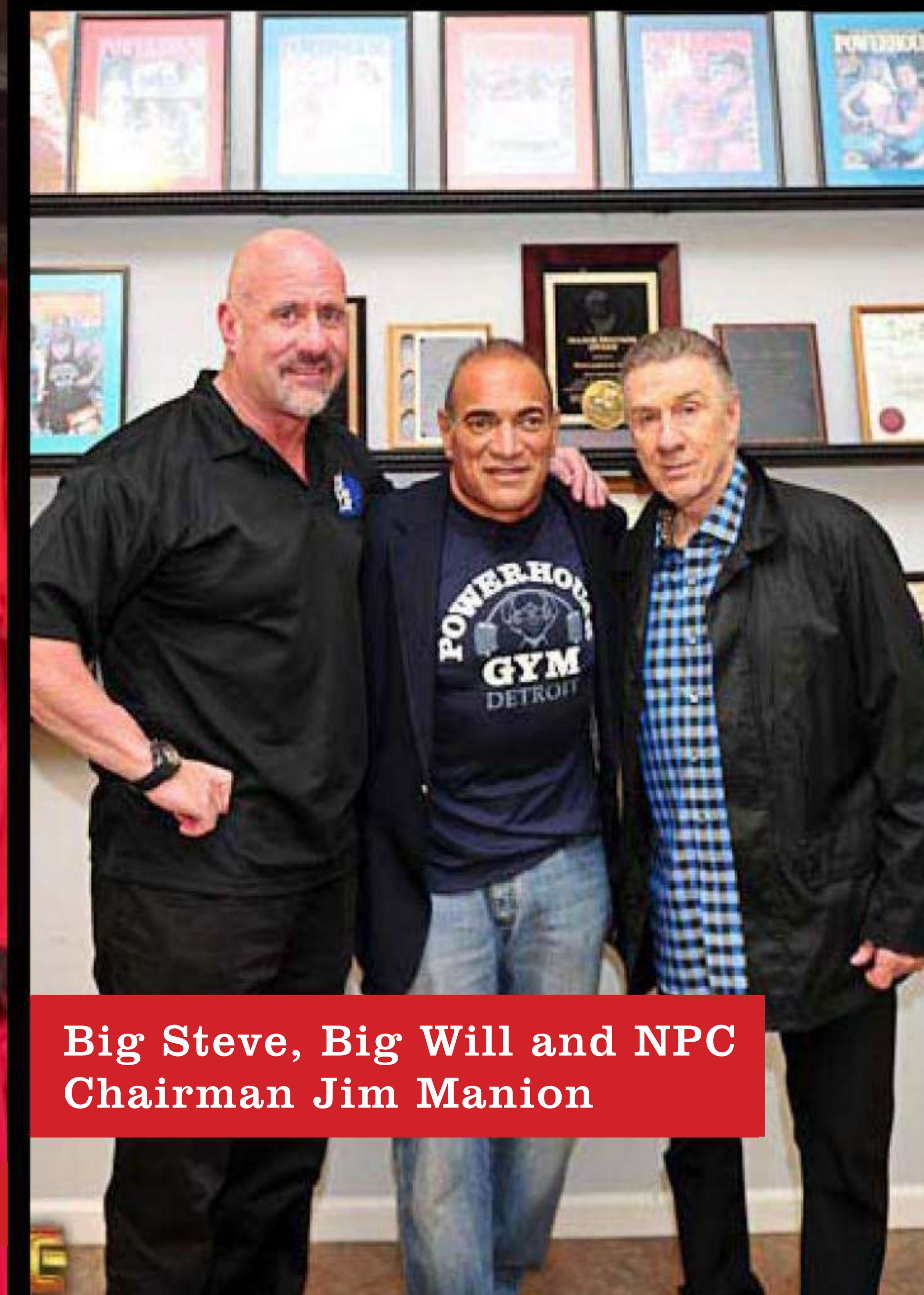
IFBB Pro Nicole Lee Wilkins and



Big Mel Chancy at Easy Coast Mecca



WWE Superstar The Undertaker



Big Steve, Big Will and NPC Chairman Jim Manion





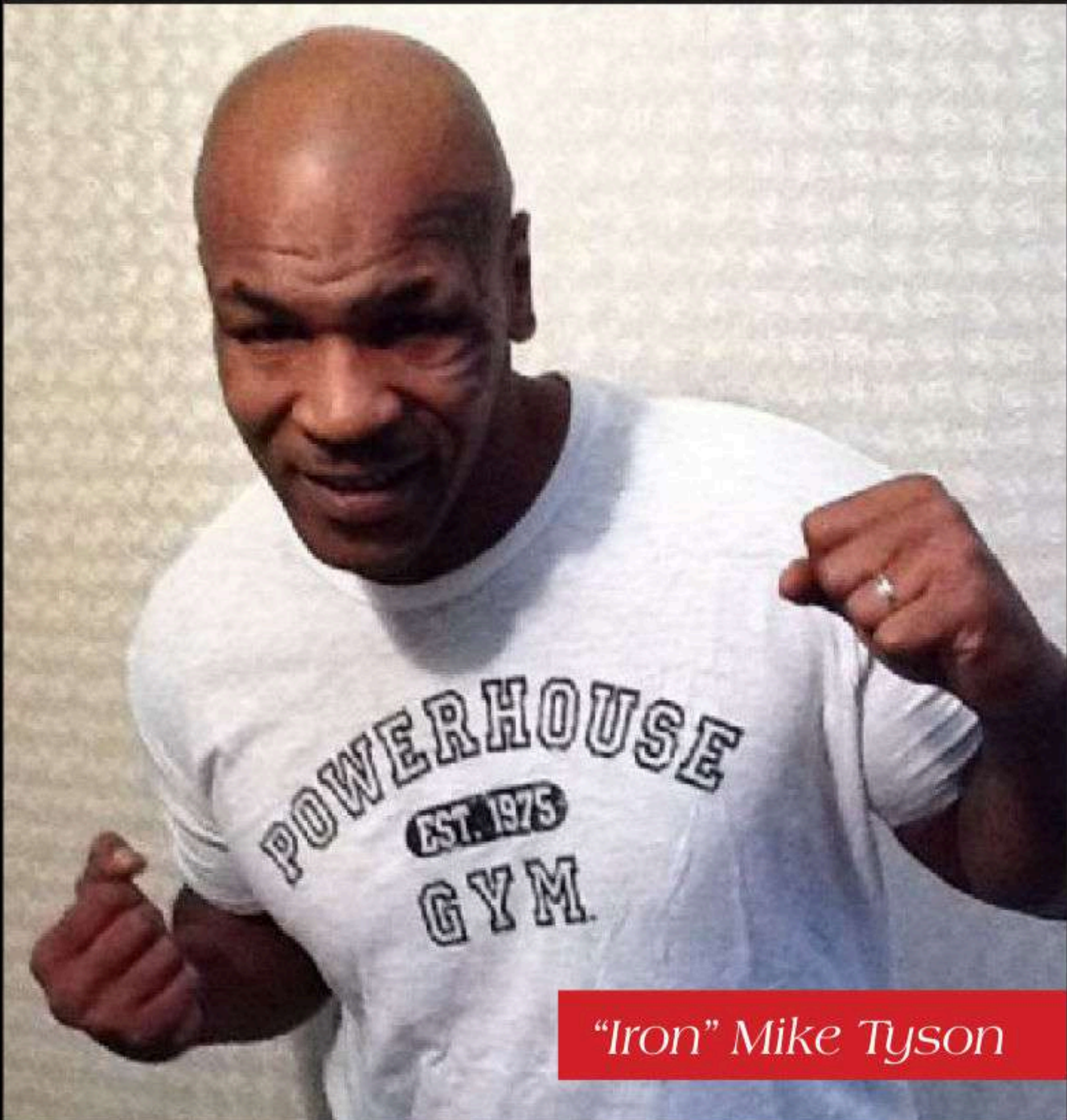
# WHO'S TRAINING AT POWERHOUSE GYM?



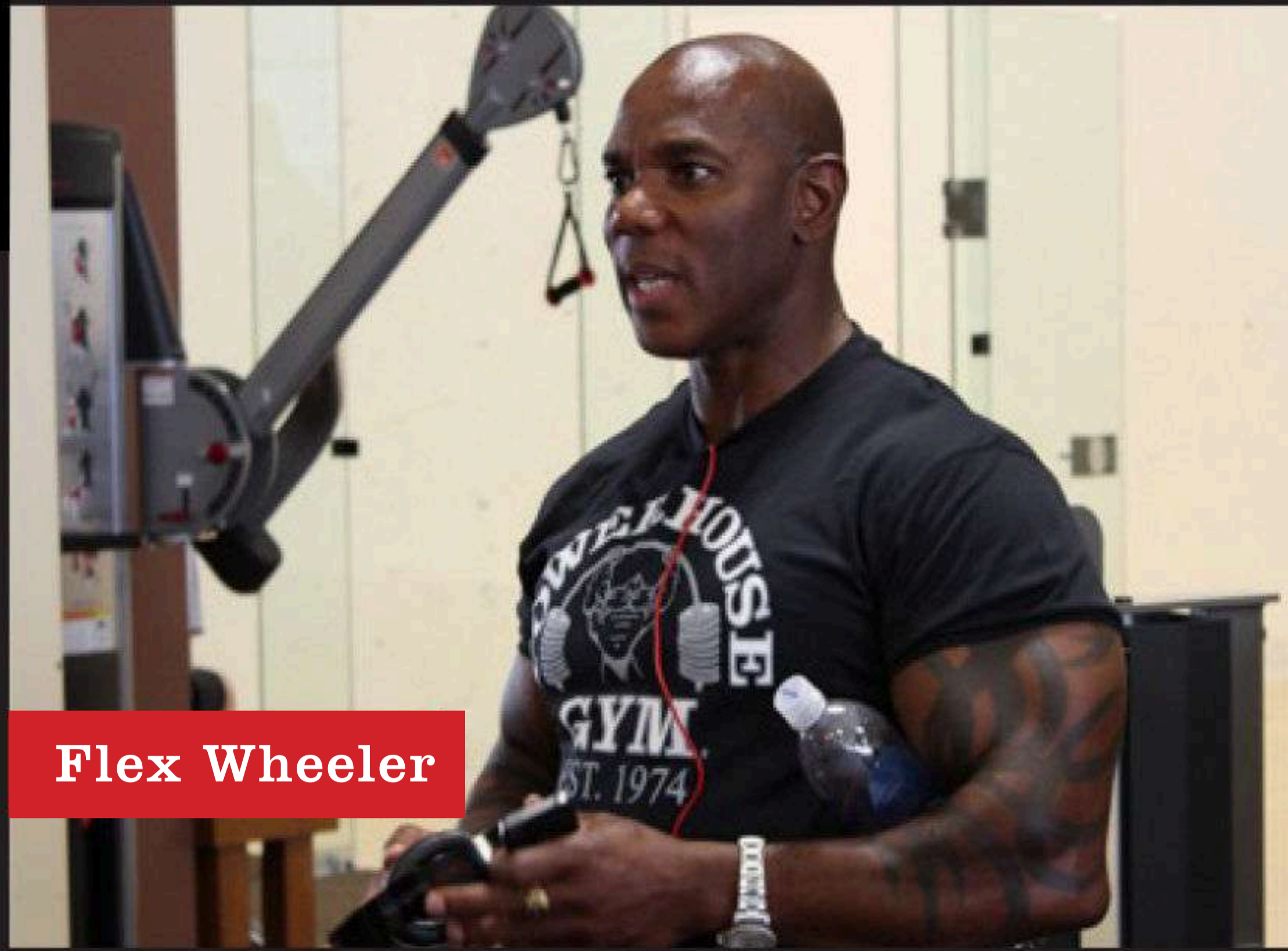
7X Mr Olympia Ronnie Coleman



Anderson Cooper



"Iron" Mike Tyson



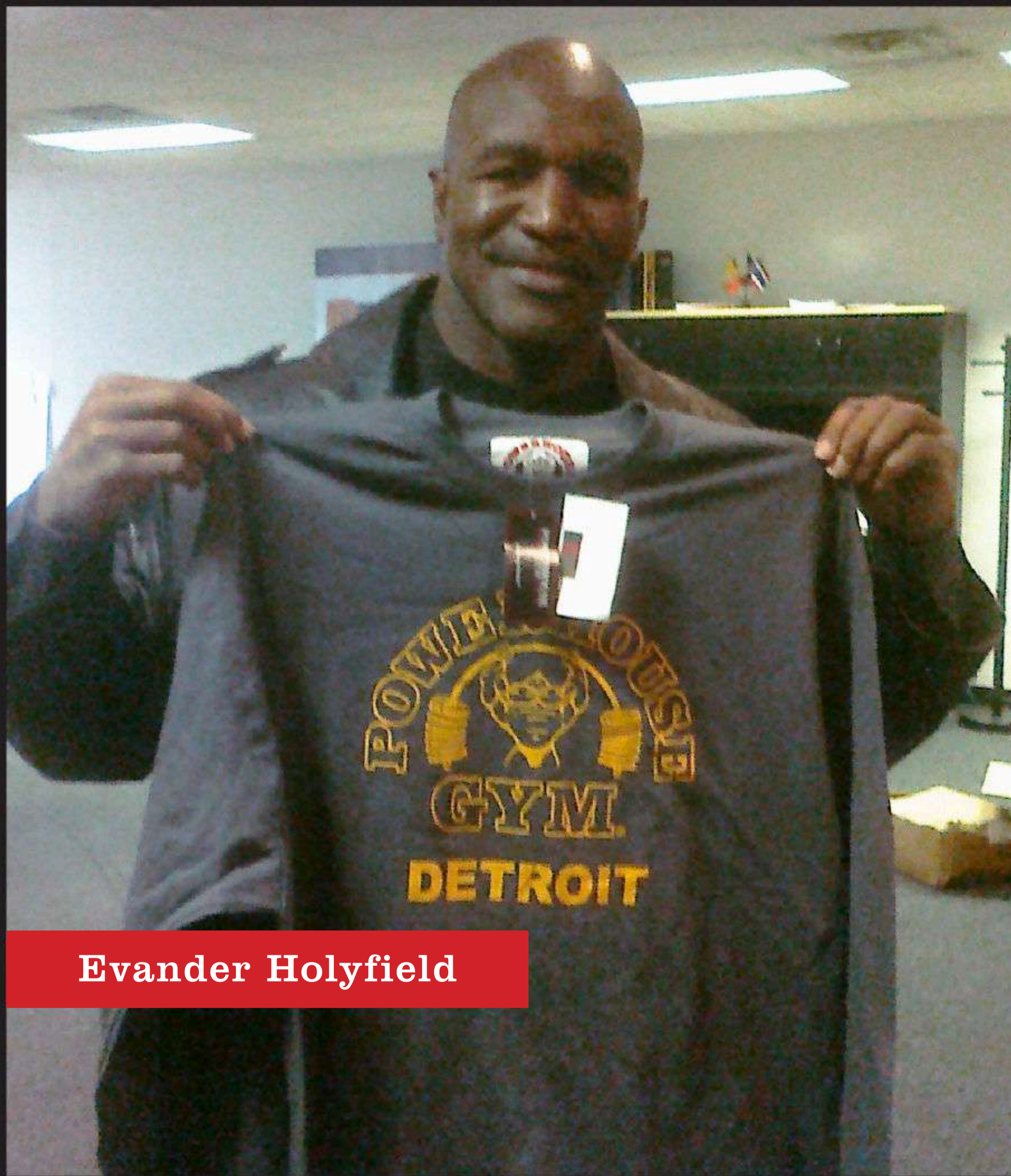
Flex Wheeler



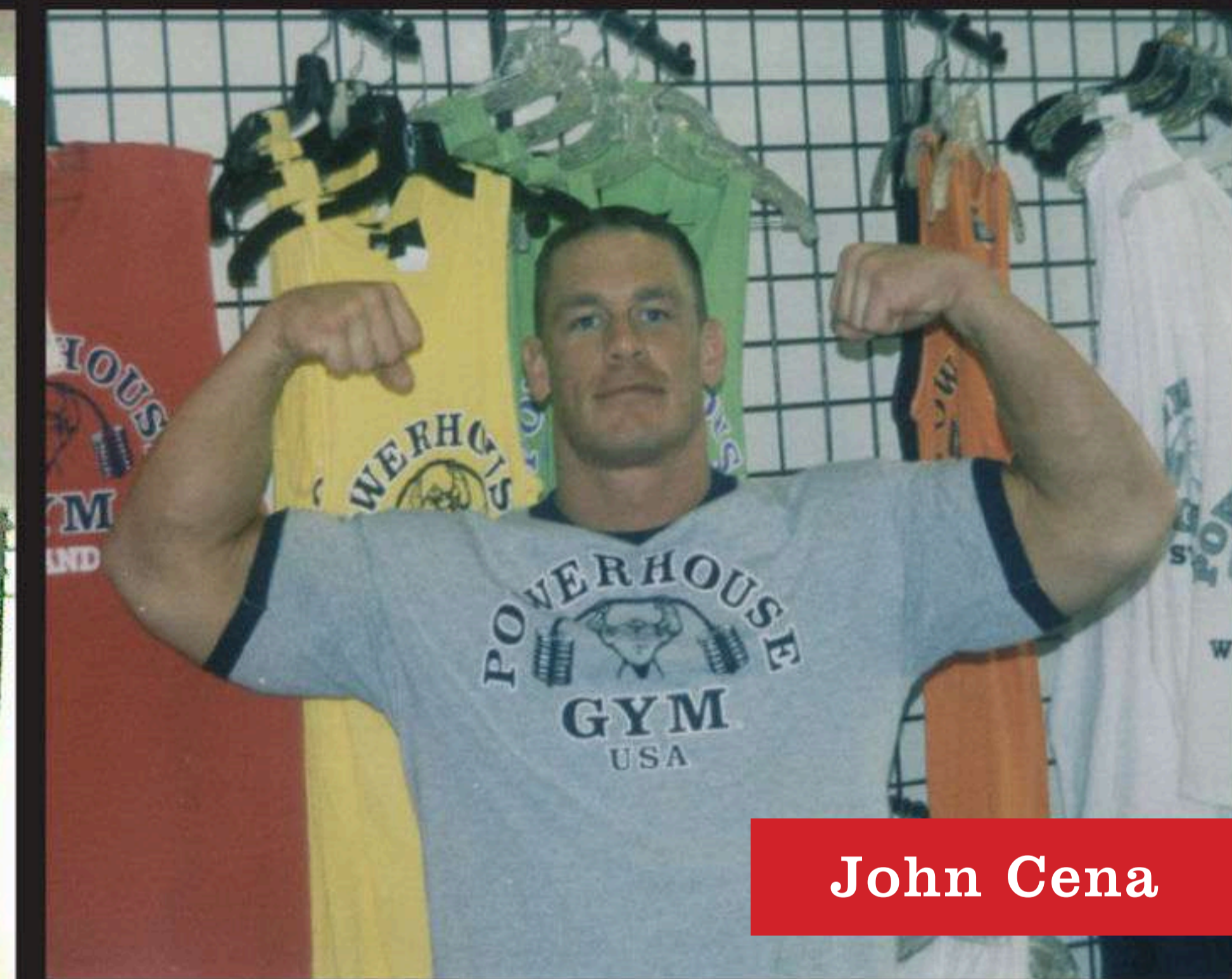
Alex "A-Rod" Rodriguez



Dwayne "The Rock" Johnson



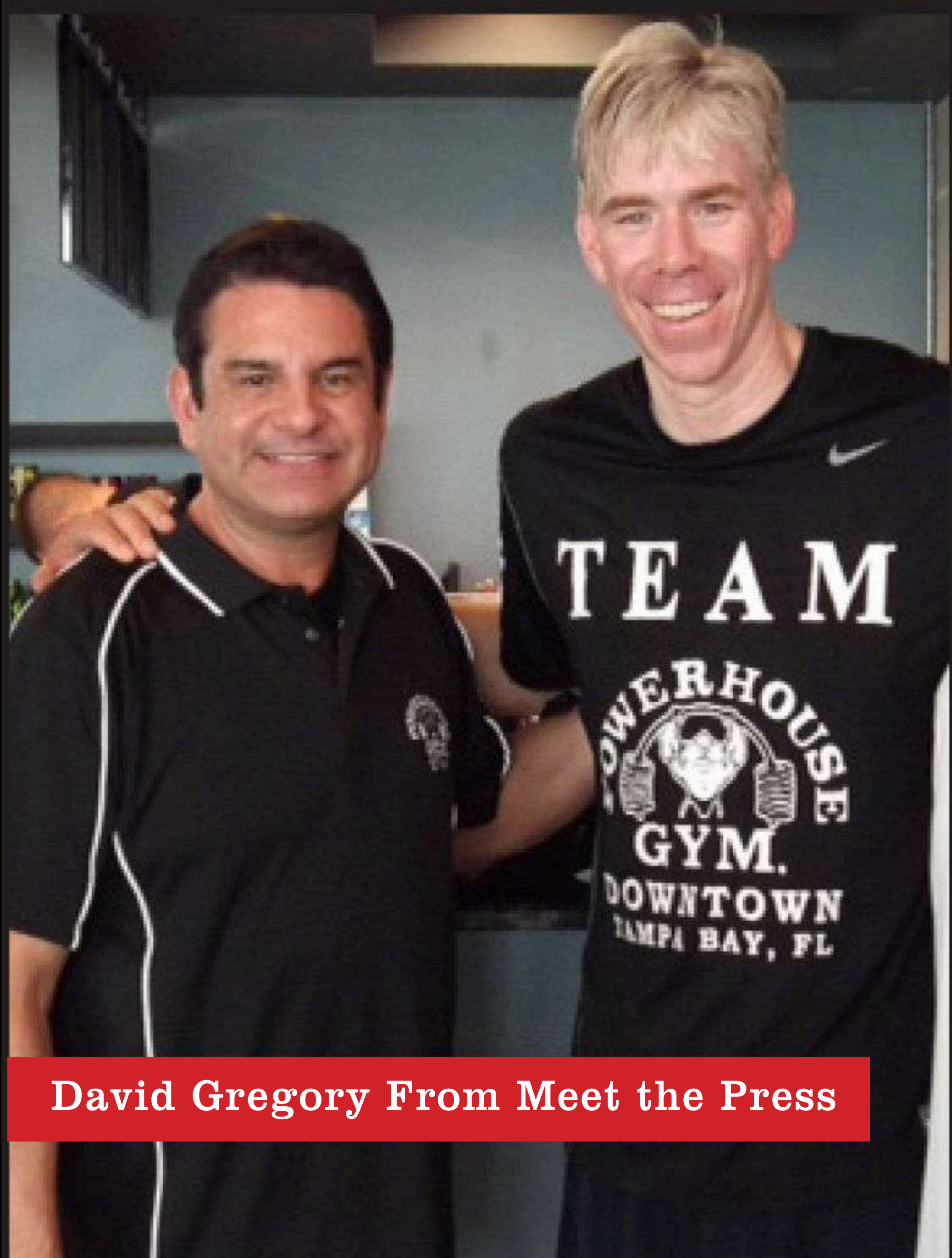
Evander Holyfield



John Cena



Olympic Bronze Medalist Allison Baver



David Gregory From Meet the Press



WWE Superstar Dave Batista



NY Yankees Robinson Cano with Former IFBB President Wayne Dimillia





Olympic GOLD Medalist Tianna Madison



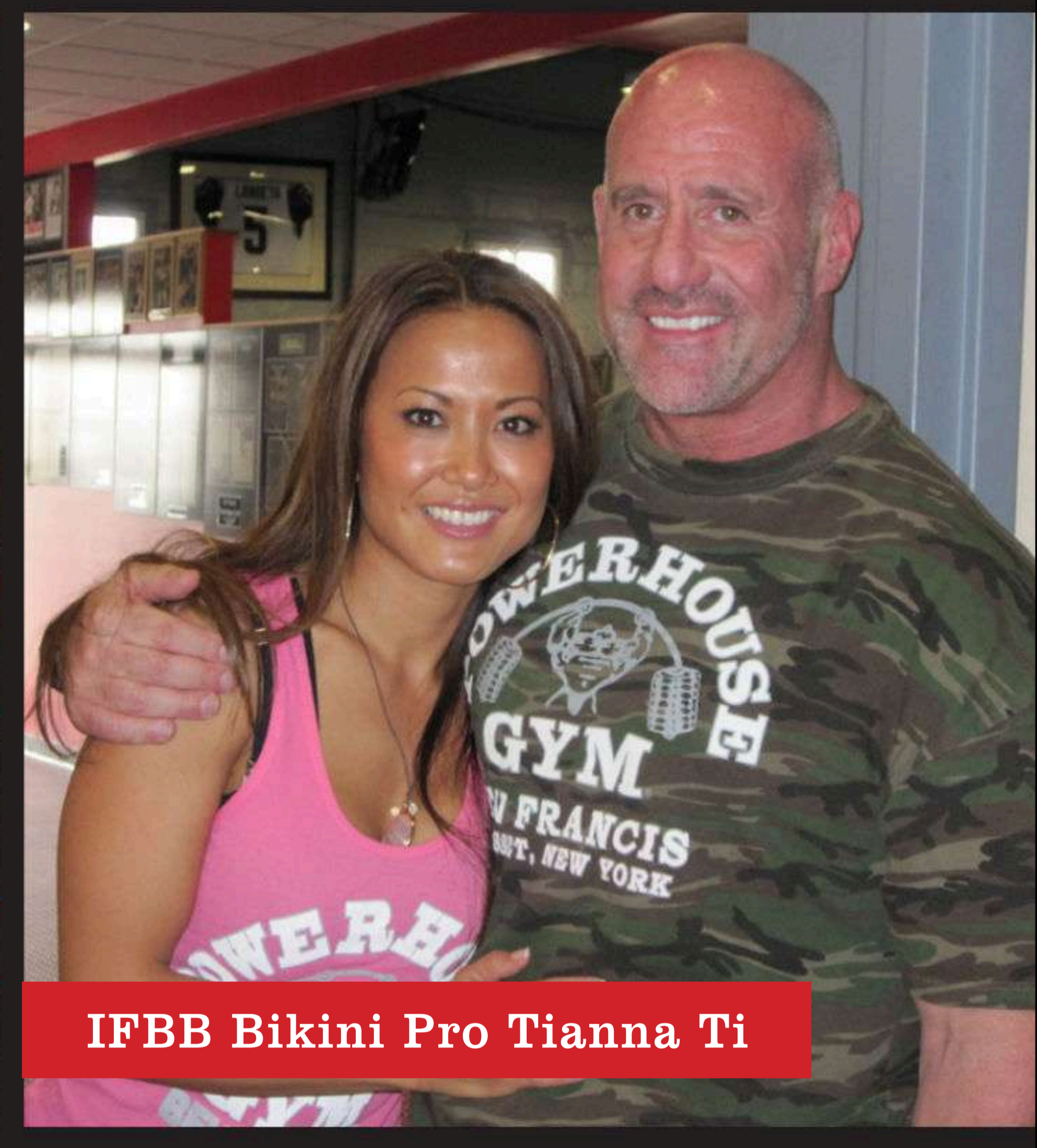
UFC Hall of Fame Ken Shamrock



Today Show's Mat Lauer



Kai Green



IFBB Bikini Pro Tianna Ti



Daytona Victory Lane PHG Motorsports



PHG Albertville, AL Racing Team



PowerHouse Gym  
Downtown Tampa Bay  
Rick Schaff ©

WWE Invades PHG Downtown Tampa

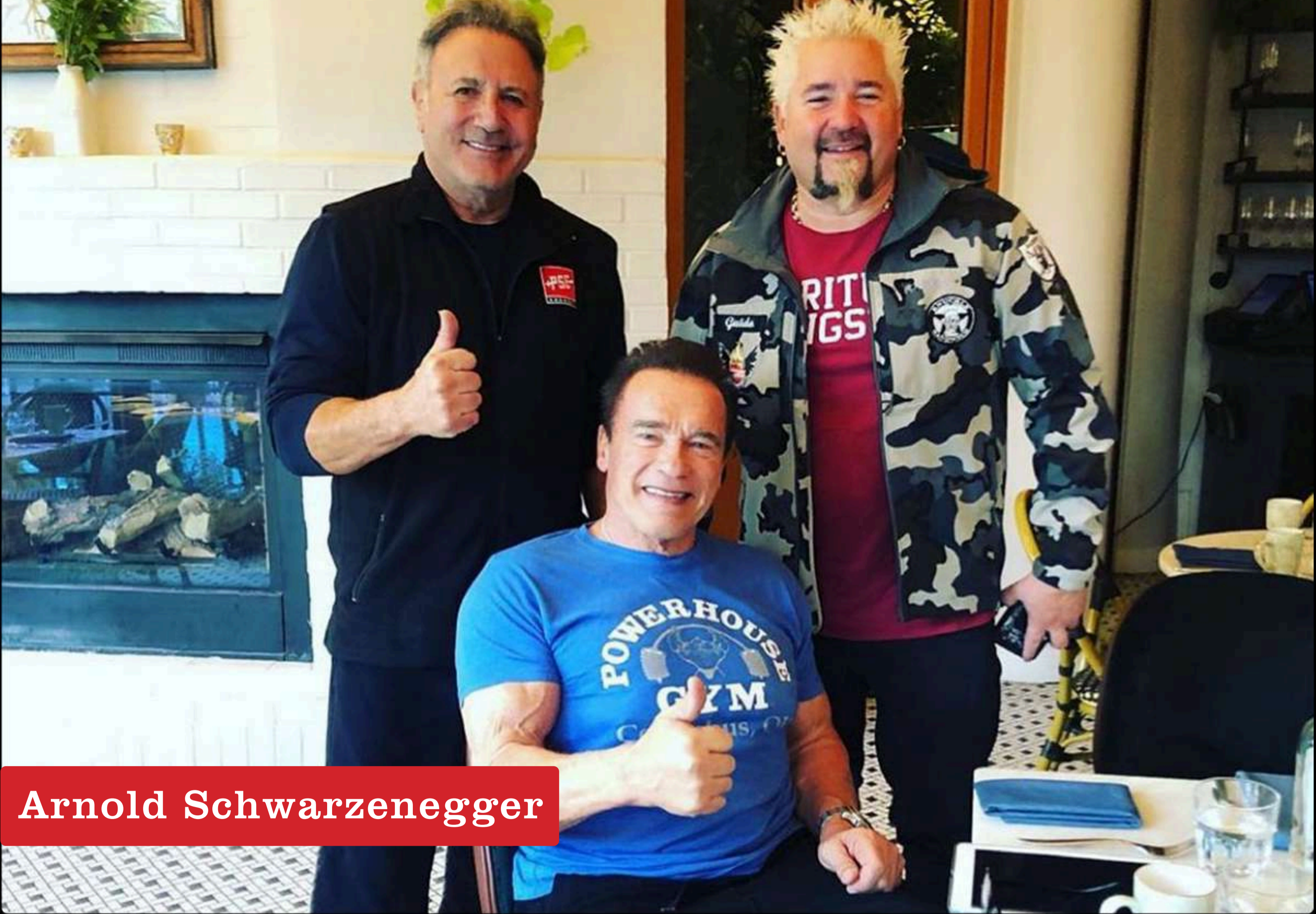


Co-Founder "Big Will" with IFBB Pro Figure Ava Cowan





Dwayne 'The Rock' Johnson



Arnold Schwarzenegger



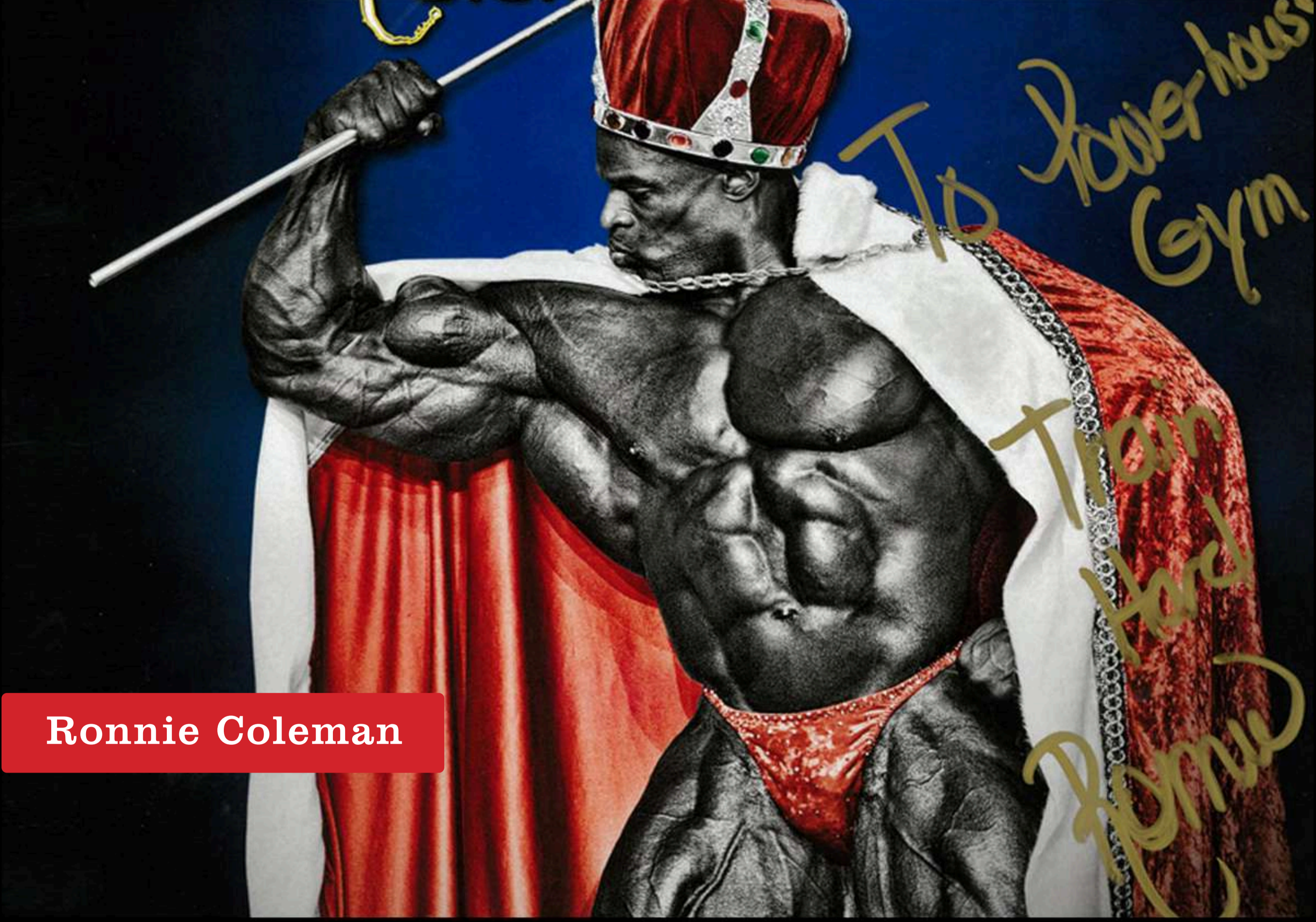
Jay Culter



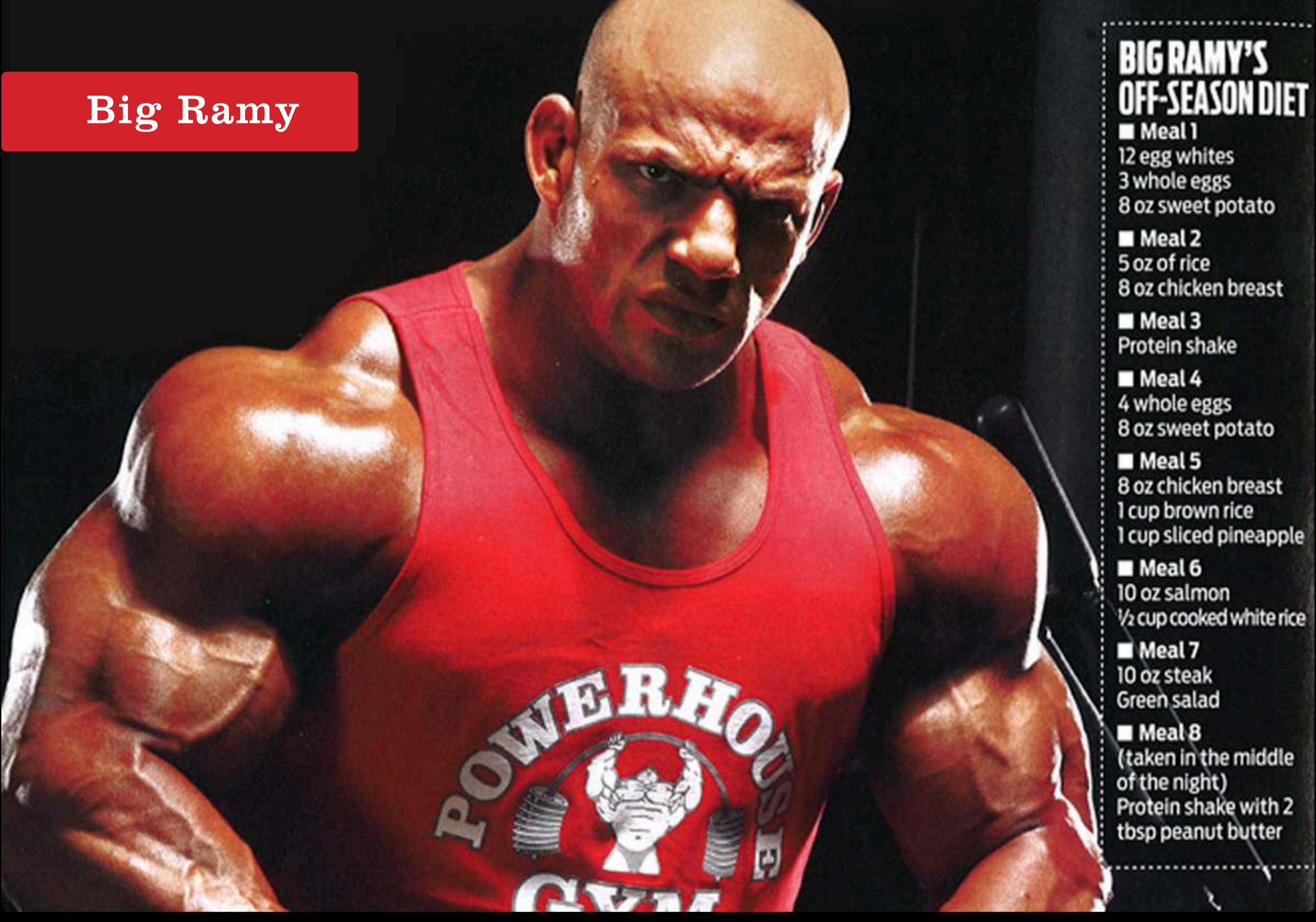
Kevin Levrone



Flex Lewis

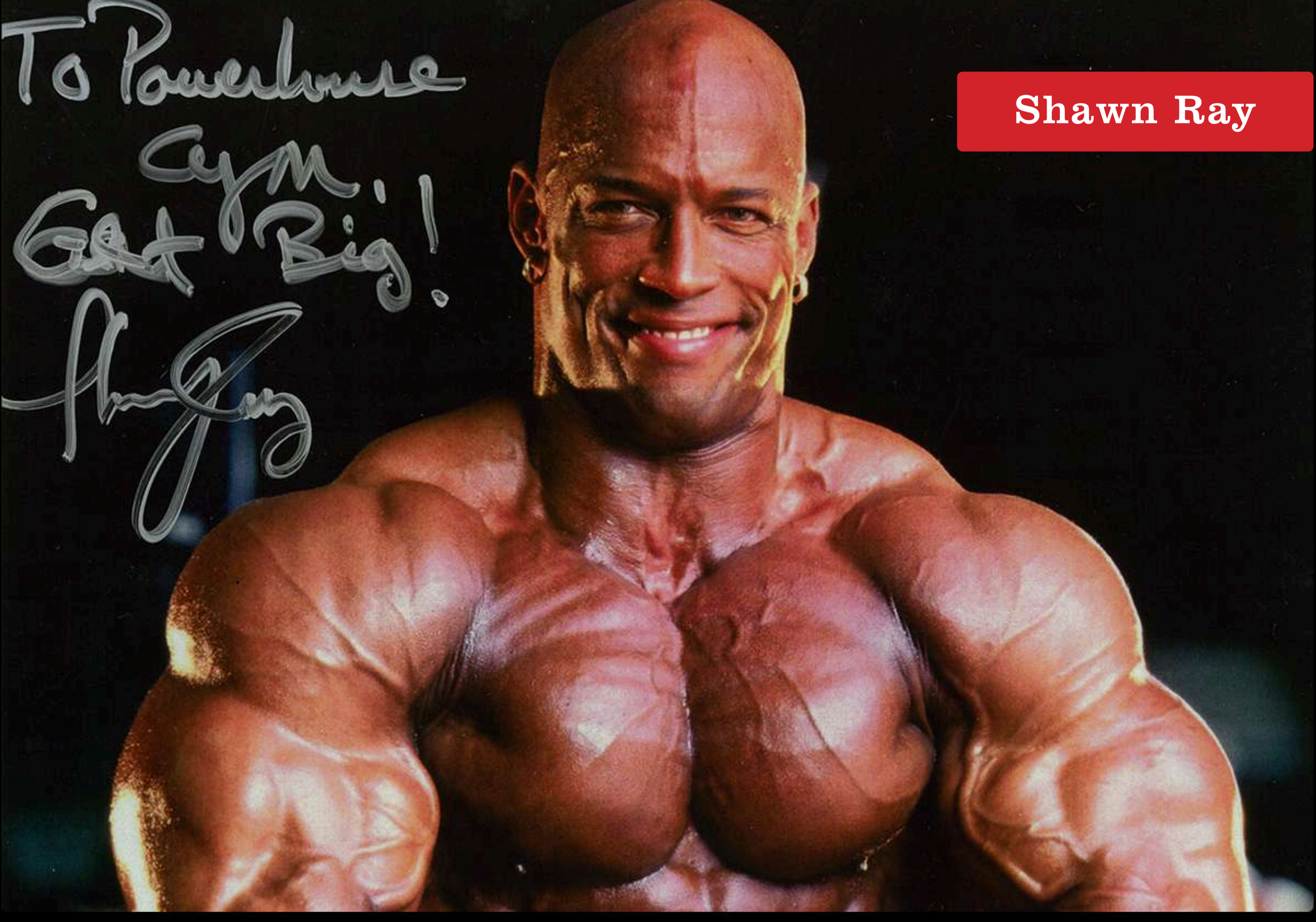


Ronnie Coleman



Big Ramy

- BIG RAMY'S OFF-SEASON DIET**
- Meal 1  
12 egg whites  
3 whole eggs  
8 oz sweet potato
  - Meal 2  
5 oz of rice  
8 oz chicken breast
  - Meal 3  
Protein shake
  - Meal 4  
4 whole eggs  
8 oz sweet potato
  - Meal 5  
8 oz chicken breast  
1 cup brown rice  
1 cup sliced pineapple
  - Meal 6  
10 oz salmon  
1/2 cup cooked white rice
  - Meal 7  
10 oz steak  
Green salad
  - Meal 8  
(taken in the middle of the night)  
Protein shake with 2 tbsps peanut butter



Shawn Ray





## THE HISTORY OF POWERHOUSE GYM

Founded in 1974 by brothers, William and Norman Dabish, the Powerhouse Gym chain, which began as a single inner-city establishment in Highland Park, Michigan. It has since grown into one of the most well-known and well respected gym/fitness club organizations in the world. The Powerhouse name and brand has been one of the top leaders in the fitness industry for over 40 years. With 400 licensees in 40 states, Powerhouse has continued to steadily gain global attention by expanding into 21 different countries and 6 continents worldwide. Powerhouse Gyms International is the holder of trademark and intellectual properties for the Powerhouse brand in various trademark classes worldwide, including fitness equipment. The private company earns income through licensing, operating company-owned gyms, and selling apparel, accessories, and equipment with the Powerhouse name and logo. Powerhouse Gym headquarters is now located in Novi, Michigan.

Will and Norm Dabish were two teenage boys with little formal education, who dropped out of school to care for their ailing father. Growing up they studied martial arts, and at the age of thirteen, started a small martial arts supply store out of their bedroom with a \$200 loan from their parents. At the age of fifteen, the brothers opened a store in Detroit. Will Dabish knew weight training would help make him a stronger and faster fighter. Their love for fitness and weightlifting led them to open a small gym in the back of a grocery store in Detroit, Michigan, which was then moved to Highland Park, Michigan. Will and Norm opened a gym to introduce the benefits of weightlifting, to local athletes. At the time, weightlifting was frowned upon by coaches in most sports, as they assumed it would make athletes "bulky" and stiff, therefore making them slower. Now, however, that thinking is inconceivable. Will and Norm opened the first bodybuilding and weightlifting gym in the Midwest to open its doors to women in 1980, and, as a result, produced Lenda Murray, 8-time Ms. Olympia, from the original Highland Park gym.

Powerhouse was also the first to hold the first ever women's competition, "Ms. Galaxy Competition." As a footnote, Will and Norm found the "Ms. Galaxy Competition" with George Snyder. The "Ms. Galaxy Competition" was the precursor to the functional cross-training competitions we see today. What started out as 12 contestants in 1993, grew to 400 contestants and a network television coverage seen on ESPN by 1996, airing opposite to the Super Bowl. Powerhouse became the place to train for numerous professional athletes; two Powerhouse Gym members became NBA rookie and NFL rookie of the year, in the same year; Chris Webber and Jerome Bettis, respectively; championship boxers such as Tommy Hearns, Leon Spinks along with numerous other professional athletes in every major sport.



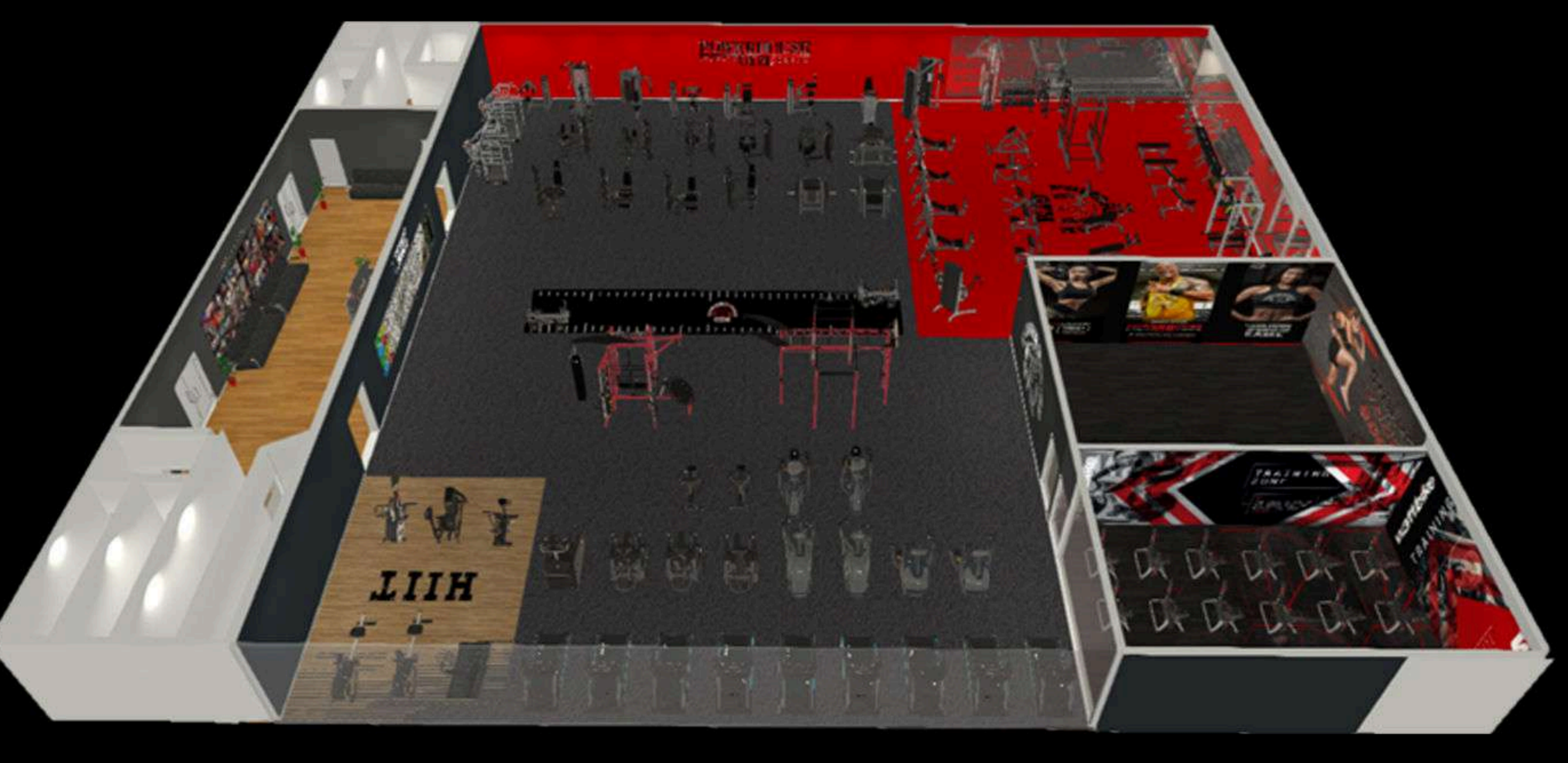
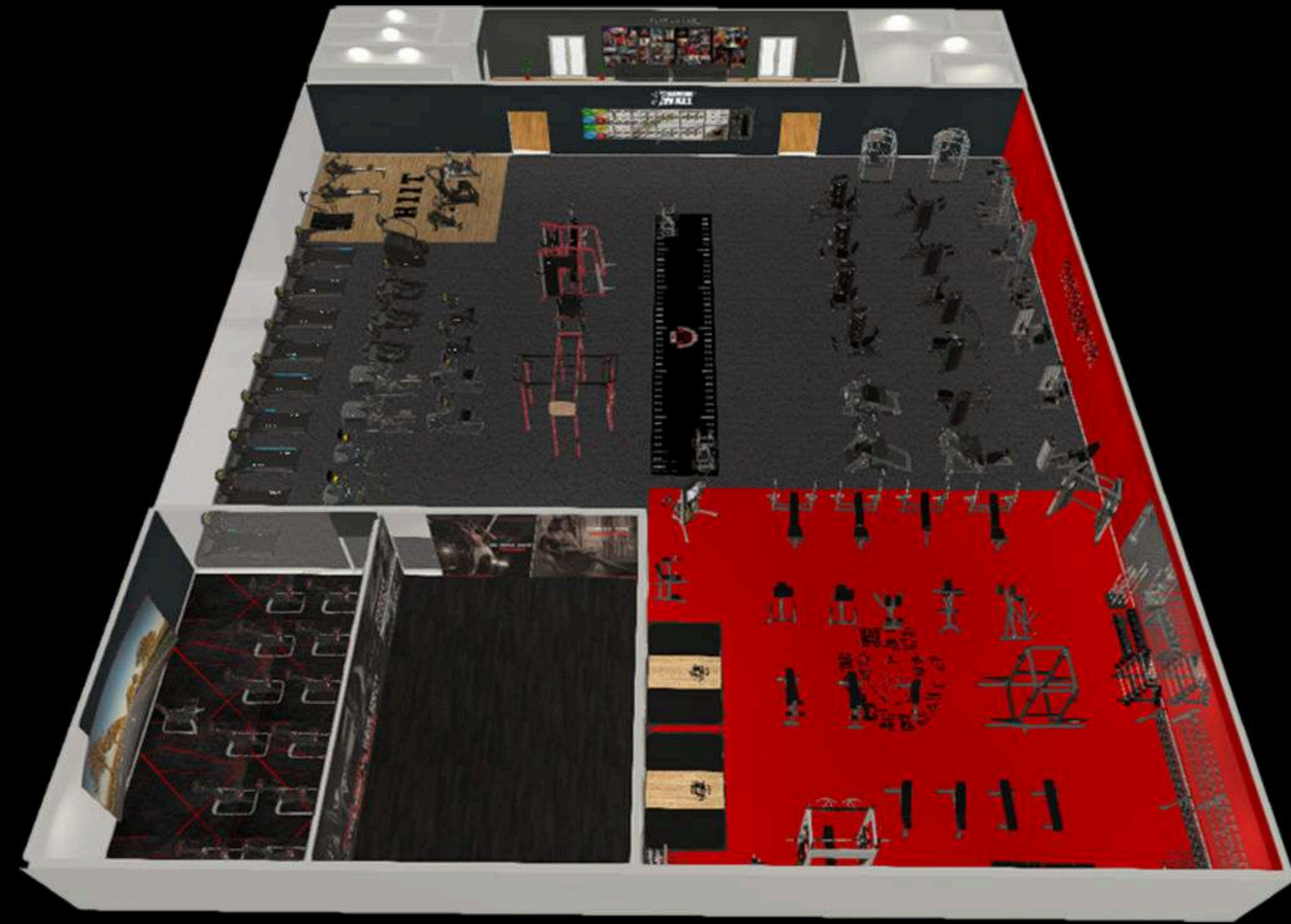


## THE STRONGEST NAME IN FITNESS

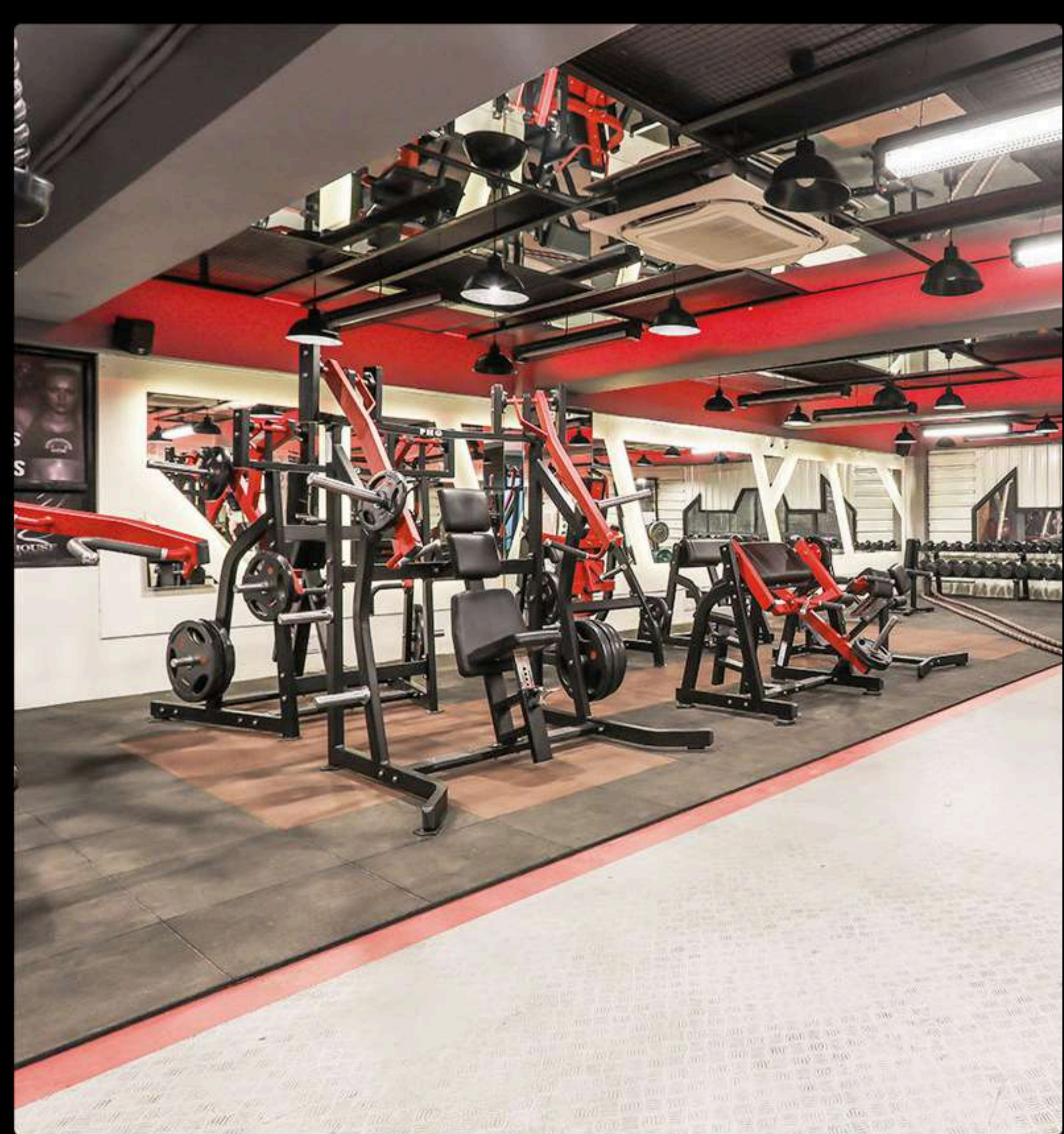
As a Powerhouse Gym owner, you get more than “just the name”. You’ll have access to a multitude of benefits such as:

- ▲ Instant recognition and credibility associated with an internationally registered Trademark/Service Mark known worldwide that symbolizes quality and excellence in the health and fitness industry.
- ▲ An exclusive line of officially-licensed Powerhouse Gym sportswear and products to sell and help advertise your business. These products are often worn by athletes and celebrities and featured in national and international media.
- ▲ Access to sample business plans that can help in your effort to secure financing and map out your business future.
- ▲ Exclusive discounts with leading equipment manufacturers and supplement suppliers through our Preferred Vendor Program guaranteed to save you more money than the cost of your license fee.
- ▲ National and international media campaigns, feature articles and promotional pieces on Powerhouse Gym.
- ▲ Regular communication with the corporate office and support assistance with just about every aspect of gym development, management and operation.
- ▲ An exclusive territory means competitive peace of mind. You don’t have the threat of having to compete against a Powerhouse Gym in your protected market area and it may deter competitors from opening facilities in your area.
- ▲ Help with recommending equipment vendors and reviewing equipment orders to ensure that your investment receives the maximum benefit and life expectancy.
- ▲ Access to sample pre-sale and grand opening plans and checklists to help generate an initial membership base and ensure a smooth opening.
- ▲ Access to group business insurance, guaranteeing you the lowest rates available.
- ▲ A highly informative annual convention designed to help educate licensees and help improve their bottom line.
- ▲ PowerhouseGym.com, a comprehensive health and fitness resource, generates prospective member traffic with a customized location website, is a sale-closing benefit and increases member retention.
- ▲ A 40+ year history of gym operating, retail and service business experience.
- ▲ Access to blueprints to help you design your Powerhouse Gym to maximize space, traffic flow and management efficiency not only for now, but for the future.
- ▲ Over 40+ years of international licensing and gym operational experience.
- ▲ A network of hundreds of Powerhouse Gym owners to share management and marketing ideas.
- ▲ Our publication, Powerhouse Business Journal, provides insight on what’s happening within the industry and the Powerhouse Gym organization.











# UNIQUE EQUIPMENT



## FULL BODY PRESS

The Full Body Press engages a wide variety of muscle groups throughout the entire body all on one machine, during one workout session. Safely and accurately address areas such as: chest, shoulders, triceps, upper/lower back, core, lats, hips, glutes, quads, calves and hamstrings. Strengthen each of these areas faster than ever before to achieve increased ability to complete physical demands of everyday tasks, athletic capabilities and reduce the risk of injury.



## ALPINE RUNNER INCLINE TRAINER

The ultimate example in our commitment to excellence, the TRUE Alpine Runner Incline Trainer delivers a dynamic workout for your users while being easy to monitor and maintain for you. Features of the Alpine Runner, such as the custom programs of the Monument Workouts, keep your users engaged with their workouts and happy with their membership. Studies show that the Alpine Runner is more effective at burning fat and calories than a standard treadmill. Help members achieve their toughest fitness goals with the perfect combination of traditional treadmill and incline trainer, giving them a unique and more efficient workout experience.



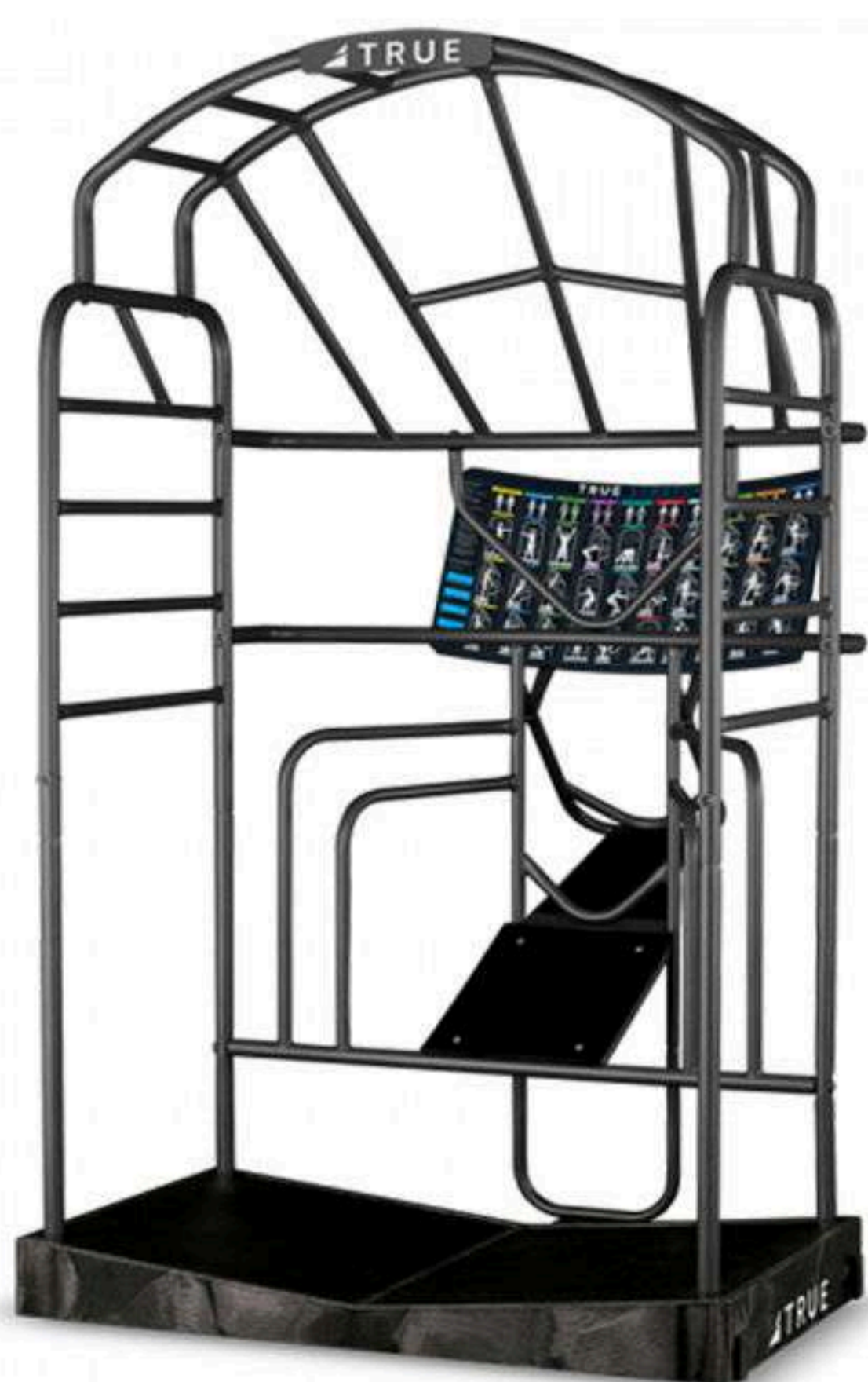
## SPECTRUM

The Most Versatile Cardio Machine On the Market: a stepper, elliptical and runner all in one machine. Ranging from 13" to 30", the TRUE Spectrum provides one of the largest adjustable strides in the industry and versatility for every user with 1" stride adjustments. With quick keys, users can go from a stepping motion to a full-stride running motion with the push of a button, to work out a variety of muscle groups in one cardio session.



## FUNCTIONAL TRAINING

Made in the USA with the highest quality commercial materials, this "Elite" Fitness Trainer system features a modular design, with numerous training stations, modules, accessories and options to choose from. With the flexibility to choose your own unique configuration, This "Elite" Fitness Trainer system offers nearly unlimited functional fitness and circuit training capabilities for people of all ages and fitness levels.



## TRUE STRETCH CAGE

The TRUE Stretch Cage is a revolutionary concept that uses the natural approach to flexibility training. It helps users look and feel better while reducing their risk of injury. The TRUE Stretch Cage provides a dedicated, self-contained stretching area that allows users a safe platform for comprehensive stretching to increase flexibility. The TRUE Stretch eliminates the need for floor-based stretching or leaning uncomfortably over other equipment.



## GLUTE PRESS

The GLUTE PRESS combines a reverse decline lunge motion simultaneously with a chest press motion for faster and more accurate fitness results. Effectively achieve the proper formation and benefits of an Olympic lift all with one controlled motion and reduced risk of injury. This machine is a one-size-fits-all product that requires no adjustments for ultimate user convenience.



# UNIQUE EQUIPMENT



## XPT PRO

The XPT Pro is designed to deliver in the most demanding training environment. Not only in terms of durability but also in training the number one most important element for achieving the highest levels of performance-POWER.

The XPT Pro trains power safer and more effective than any other training application. The self-spotting mechanism in the XPT allows the lifter to throw or let go of the bar at the top of the lift. Resulting in training power like never before. Study after study supports this claim. Read here about the studies – How letting go or throwing a barbell enhances the effects of Olympic lifts in power development.



## LATERAL X

Reinventing cross training, the innovative LateralX utilizes varying planes of motion, including a stepping movement and adjustable, side-to-side motion, for functional exercise that builds stamina, muscular endurance and core stability.

Research shows a 27% increase in caloric expenditure going from lateral width 1 to lateral width 10, and a 30% increase in outer and inner thigh work over traditional ellipticals. The variety within the movements keeps exercisers motivated and enjoying workouts.



## BIO-ARC LAT PULLDOWN

The TuffStuff Bio-Arc Lat Pulldown (BA-705) is a phenomenal way to improve your exercise facility's strength training circuit. Designed and independently tested to ensure proper biomechanics, the Bio-Arc Lat Pulldown keeps the user's entire body moving along a linear arc trajectory to optimize muscle recruitment. With TrakFitness 360° swivel handles, users may perform unilateral or bi-lateral movements. And the independent movement of the hands and arms minimizes stress, while also increasing Latissimus activation through the entire range of motion.



## WATTBIKE ATOM X

The most advanced commercial smart bike. With groundbreaking design and cutting edge technology, the Wattbike AtomX smart bike boasts our feature-filled high-definition touchscreen for a range of workouts and challenges, and integrated digital shifters for the most realistic ride.



# WHY OWN A POWERHOUSE GYM?

## START-UP ASSISTANCE

Licensees chosen to join PowerHouse Gym will have access to experienced health club consultants to learn the key administrative, operational, management, and customer service functions of a health club business.

## SITE SELECTION

You will receive guidance on choosing an optimal site for your Powerhouse Gym. With your knowledge of your community and the benefit of our experience you should be able to find a location that will be an asset today and long into the future.

## BUSINESS PLANNING

We aim to provide with a premium fitness service and our franchisees with a business model that supports ongoing innovation and growth.

## OFFLINE & DIGITAL MARKETING

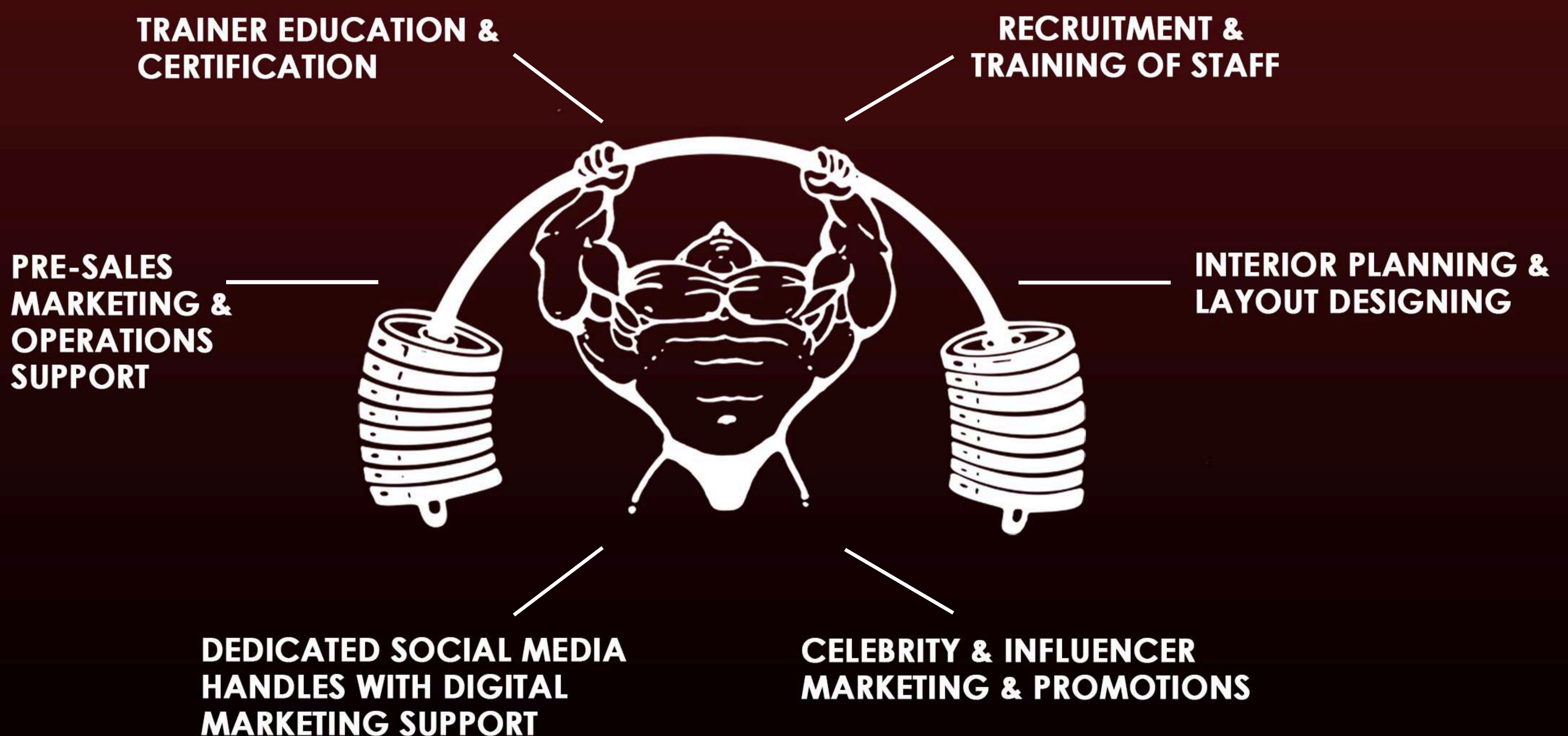
Having the best club doesn't matter much if you don't know how to attract, sell, and maintain customers. As a Powerhouse Gym franchise, we'll handle the entire online & offline marketing & promotion with our in-house expert team.

## END TO END GYM MANAGEMENT

Regular communications, field visits, industry trend updates and our annual Powerhouse Gym Owners Convention are just a few of the things that you'll have access to on an ongoing basis.

## UNIQUE GYM EXPERIENCE

With PowerHouse Gym India Franchise, you get an opportunity to provide world's most unique gym experience with our patented premium gym equipment our partner brands.





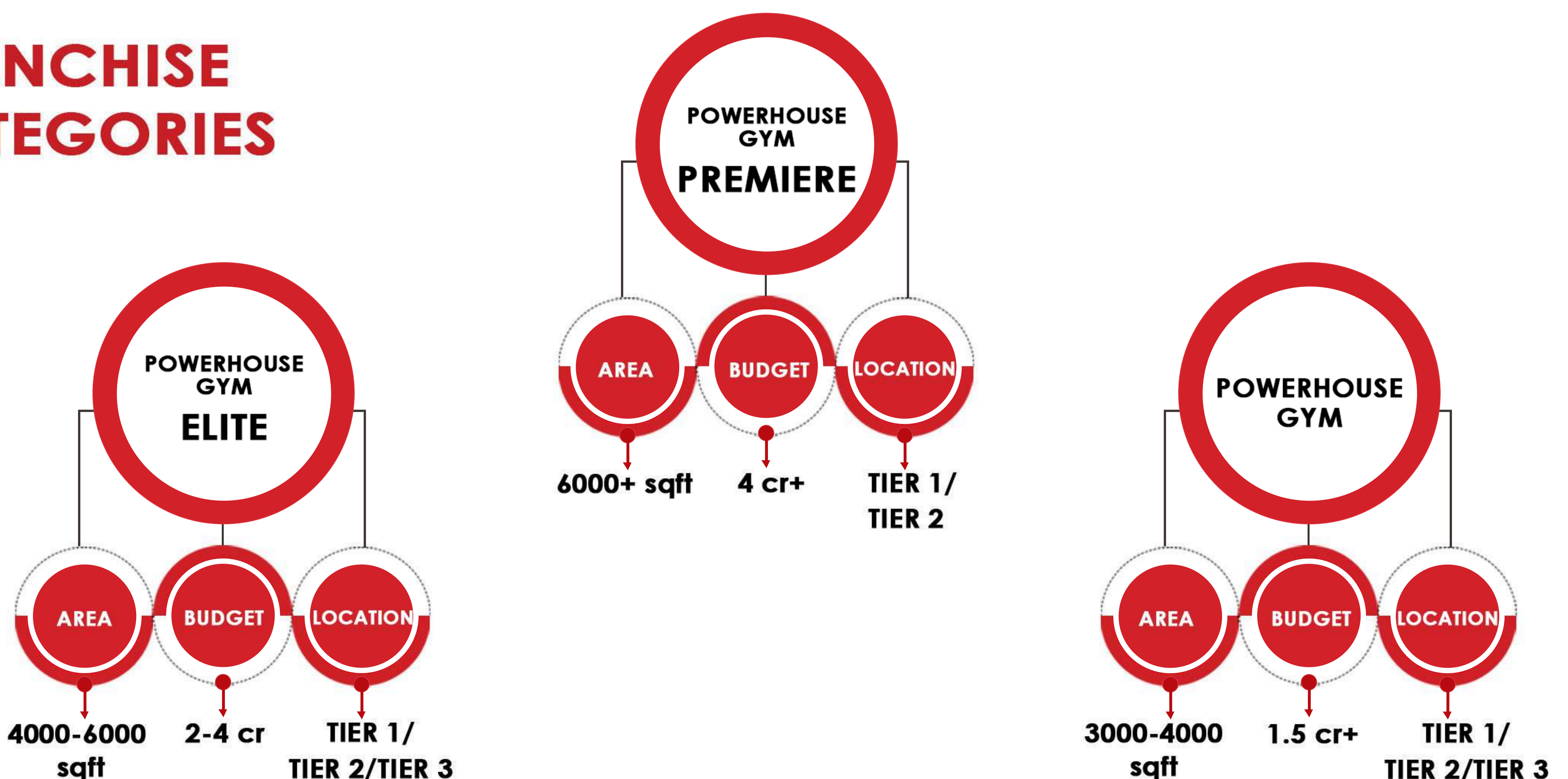


# JOIN THE MOST POWERFUL NAME IN FITNESS INDUSTRY

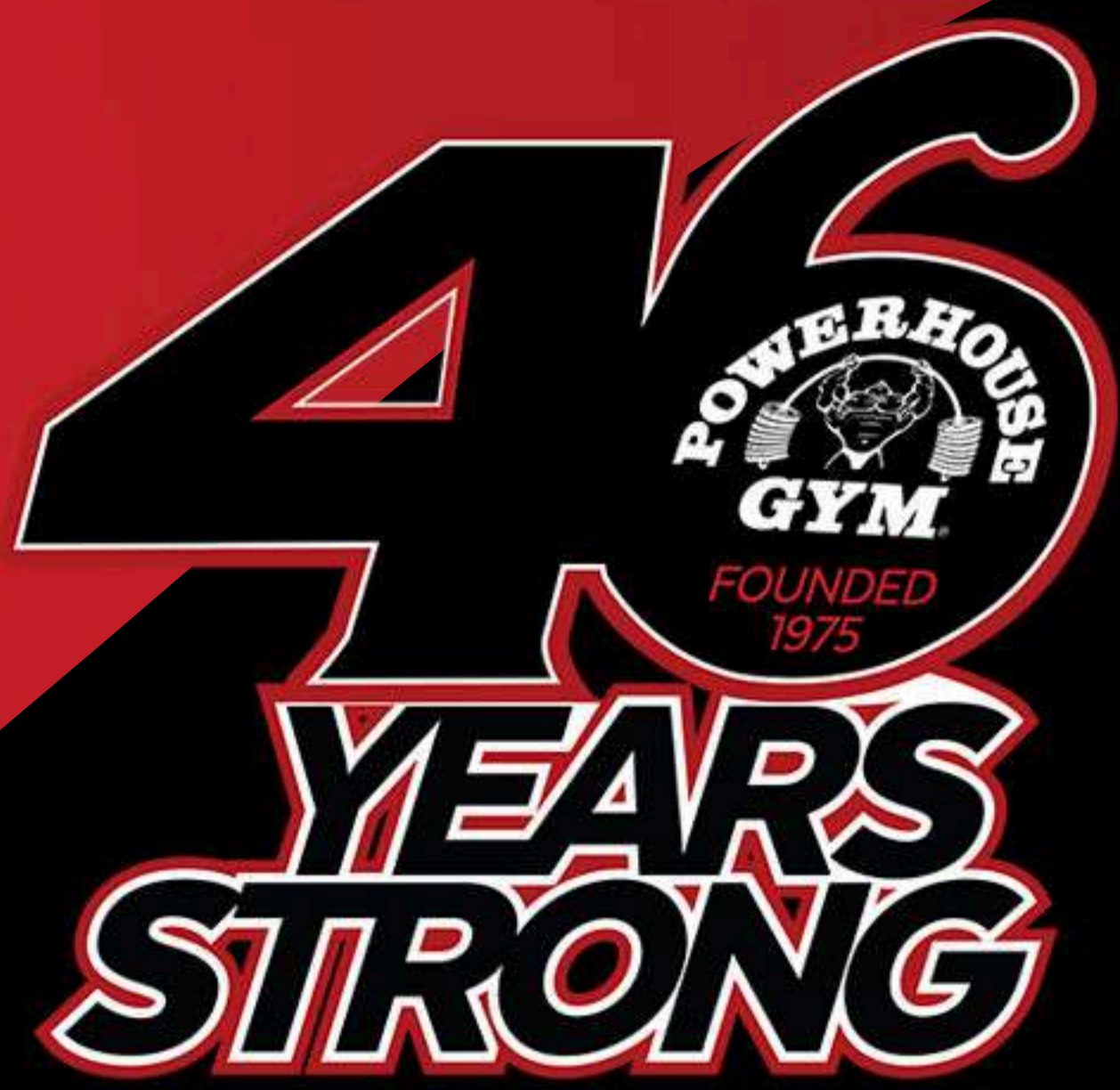
## GYM FEATURES

- ▶ Internationally Certified Trainers
- ▶ All Made in USA Equipment
- ▶ State-of-the-Art Facilities
- ▶ Unique Fitness Equipment
- ▶ Private Lockers Rooms
- ▶ Steam & Sauna Area
- ▶ Training Wall Area
- ▶ Special Population Training Zone
- ▶ Functional Training Zone
- ▶ Indoor Cycling Zone
- ▶ HIIT Zone
- ▶ Power Training Zone
- ▶ Yoga & Zumba Zone
- ▶ Cross-Fit Training Zone

## FRANCHISE CATEGORIES







**GRANDSLAM  
FITNESS**

GRIT | DESIGN | INSIGHT

**Phone : +91-7999567519**

**Registered office : E-540, Greater Kailash-II, New Delhi-110048**

**Experience Center : C-58, Sector 58, Noida, Uttar Pradesh-201301**

**E-mail : [info@powerhousegym.co.in](mailto:info@powerhousegym.co.in)**

**Website : [www.powerhousegym.co.in](http://www.powerhousegym.co.in)**

**NEW DELHI | MUMBAI | BENGALURU | AHMEDABAD | HYDERABAD**