

## Emerging Fitness Market in India with Special Reference to being Strong Fitness Equipments Company: A Case Study

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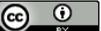
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The Indian fitness industry is undergoing a paradigm shift from being an elite, metro-centric sector to a mass-adopted lifestyle industry. The increasing prevalence of lifestyle-related diseases, growing health consciousness, social media awareness, celebrity endorsements, and government initiatives have significantly contributed to its rapid expansion. Within this dynamic ecosystem, Being Strong Fitness Equipments Company, promoted by Salman Khan, has created a strong brand presence by offering high-quality, affordable, and domestically manufactured fitness equipment. The company not only focuses on gyms and fitness clubs but also targets corporate, schools, institutions, and individual home users. This case study examines the fitness industry in India, traces the journey of Being Strong, and evaluates its strategies, opportunities, and challenges. It also addresses dilemmas such as whether fitness should be marketed as a necessity or a trend, the sustainability of celebrity-backed brands, and balancing long-term brand value with short-term fitness fads.

**Keywords:** Being Strong, Fitness World, Fitness Equipment, Fitness Market, Consumer Behaviour

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## 1. About the Industry: Fitness Industry in India

The Indian fitness industry has transformed significantly over the past decade. Earlier, fitness was largely associated with bodybuilding, weightlifting, and niche gyms in metro cities. However, today it encompasses gyms, yoga studios, Zumba, CrossFit, Pilates, functional training centres, and fitness apps.

- **Market Size & Growth:** The Indian fitness industry is valued at over INR 30,000 crore (USD 4 billion) and is growing at a CAGR of 20–25%.
- **Drivers of Growth:**
  - Rising lifestyle diseases such as obesity, diabetes, and hypertension.
  - Government campaigns like Fit India Movement (2019).
  - Social media influence from celebrities, fitness influencers, and athletes.
  - Growing middle-class disposable incomes.
  - Urbanization and the spread of modern gyms in tier-2 and tier-3 cities.
- **Consumer Shift:** Earlier fitness was seen as a luxury; now it is increasingly perceived as preventive healthcare and an essential lifestyle choice.
- **Technology Impact:** Digital fitness platforms (e.g., Cult. Fit, HealthifyMe, Fittr) are complementing gym-based fitness, showing hybrid industry growth.

The Major cities in India like Bengaluru, New Delhi, Mumbai, Youth Hub Pune etc. have witnessed a good spike in fitness prone activities among especially youth of the nation. Wellness modules and fitness projects have engaged the youth more into the fitness arena. While gym & related activities were more into practices with respect to wellness, however the recent past have witnessed the growth of wellness centres with offerings like Yoga & regular exercises. The wellness centres backed by nutritionist approach is the new trend in Tier I & II cities. Diet is an essential part of the wellness approach, hence nutritionist have created their niche to serve the fitness enthusiasts. The wellness centres are also a good revenue generation avenue in modern times.

## 2. About being Strong Fitness Equipments Company

Being Strong Fitness Equipments is a home grown Indian fitness equipment brand launched in 2019 under the vision of Bollywood actor Salman Khan. The brand was conceptualized with the objective of promoting a healthier and fitter India by making world-class fitness equipment accessible to a wider population. Aligned with the Make in India initiative, the company focuses on indigenous manufacturing, cost efficiency, and quality enhancement to compete with international fitness brands.

The company caters to a diverse customer base, including commercial gyms, corporate offices, educational institutions, government organizations, and individual home users. By offering affordable pricing without compromising on durability and performance, Being Strong has successfully positioned itself as a value-for-money fitness equipment brand in the Indian market. The following are the key factors defining the Company Being Strong:

### 1. Affordable & Durable Products

Being Strong is built on the philosophy of making high-quality fitness equipment accessible to everyone. The brand delivers cost-effective solutions without compromising on durability, safety, or performance. All products are designed and manufactured to meet international quality standards, ensuring long-term reliability even under heavy commercial use.

### 2. Wide Product Range

The brand offers a comprehensive portfolio of fitness solutions to cater to diverse workout needs. This includes:

- Strength training equipment (plates, racks, benches, machines)
  - Cardio equipment (treadmills, bikes, cross trainers)
  - Cross-training and functional fitness gear
  - Compact and customizable home-gym setups
- This wide range allows customers to build complete fitness environments under one trusted brand.

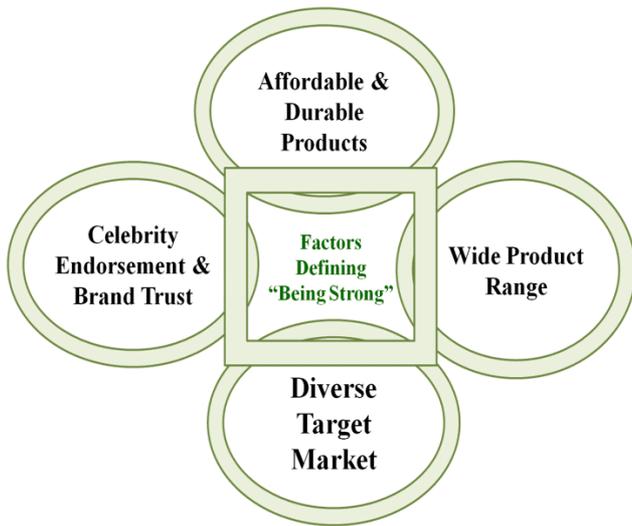
### 3. Diverse Target Market

Being Strong serves a broad spectrum of customers, making it a highly versatile fitness brand. Its solutions are tailored for:

- Commercial gyms and fitness centers requiring heavy-duty equipment
  - Corporate wellness programs promoting employee health
  - Schools, colleges, and sports institutions
  - Government and public sector organizations
  - Individual fitness enthusiasts setting up home gyms
- This multi-segment focus strengthens the brand's market presence and scalability.

### 4. Celebrity Endorsement & Brand Trust

Being Strong is backed by Salman Khan, one of India's most influential fitness icons. His association adds strong aspirational value and credibility to the brand. Known for his commitment to fitness and discipline, Salman Khan's involvement reinforces trust, motivates fitness adoption, and enhances the brand's mass appeal across age groups.



**Chart No. 1:** Factors Defining "Being Strong  
**Source:** Authors' Study

### 3. Journey of Being Strong

- **2019:** Launched as part of Salman Khan's initiative to build a fitter India.
- **2020:** Partnership with leading gyms and fitness chains; aggressive entry into urban markets.

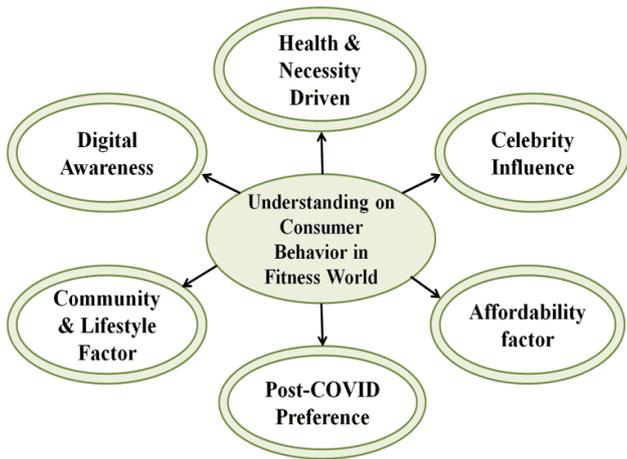
- **COVID-19 Pandemic (2020–21):** Shift towards home-gym equipment, online marketing, and affordable packages.
- **2022:** Expansion into semi-urban and tier-2 cities with Make-in-India localized manufacturing units.
- **2023:** Focus on corporate tie-ups, e-commerce channels, and product innovation (compact home-gym kits, AI-integrated equipment).
- **2024:** Introduced smart and technology-enabled fitness equipment; increased digital marketing and influencer campaigns; expanded deeper into tier-2 and tier-3 cities.
- **2025–Present:** Emphasis on AI-integrated and app-connected fitness products, Make-in-India manufacturing, omni-channel distribution, and sustainable, durable fitness solutions to compete with global brands.

Today, Being Strong has positioned itself as one of the fastest-growing fitness equipment companies in India, competing directly with both domestic and global brands.

### 4. Being Strong Company's Understanding on Consumer Behavior in Fitness World

Being Strong has developed a consumer-centric strategy by studying the psychology and buying behavior of Indian fitness enthusiasts:

- 1. Health & Necessity Driven:** Fitness is increasingly viewed as an investment in health rather than a luxury expense.
- 2. Celebrity Influence:** Salman Khan's association builds trust and aspirational value, especially among youth.
- 3. Affordability factor:** Indian consumers are price-sensitive; hence, Being Strong emphasizes "value-for-money" offerings.
- 4. Post-COVID Preference:** Rising demand for home-gym solutions and compact fitness kits.
- 5. Community & Lifestyle Factor:** Millennial and Gen Z view fitness as both a social activity and a lifestyle statement.
- 6. Digital Awareness:** Consumers compare prices, reviews, and brand value online before making purchase decisions.



**Chart No. 2:** Understanding on Consumer Behaviour in Fitness World

**Source:** Authors' Study

## 5. Competition, Challenges & Opportunities for being Strong

### Competition:

- **International Brands:** Life Fitness, Technogym, Precor.
- **Domestic Players:** Cult. Fit, Jerai Fitness, Fit line, Afton.

### Challenges for Being Strong:

- Heavy reliance on Salman Khan's image (risk of celebrity-driven identity).
- Intense competition from global players with higher R&D budgets.
- Price-sensitive Indian market.
- Need for innovation to keep up with global fitness technology trends.

### Opportunities:

- Rising demand in tier-2 and tier-3 cities.
- Partnerships with schools, corporate, and sports academies.
- Growth in home-fitness segment post-pandemic.
- Synergy with government initiatives like Khelo India and Fit India Movement.
- Expansion through digital sales channels and e-commerce platforms.

## 6. Dilemma Associated

- **Necessity Vs Fitness Trend:** Should Being Strong emphasize fitness as a necessity for health, or continue leveraging its popularity as a lifestyle trend? This dilemma spreads across the fitness industry where by the players are more into the thought to be trendy rather focusing on fitness as key element. However at the same time post covid being fit is the new trend.
- **Salman's Brand Vs Being Strong's Identity:** Is the company too dependent on Salman Khan's celebrity appeal? Can it survive and grow as an independent brand? Celebrity endorsement does have impact however in this case the celebrity himself is the Brand owner. There is every possibility of Celebrity over shadowing the brand. Massively the dilemma is whether Being Strong need to develop identity beyond the brand owner.
- **Brand Value Vs Trend Adaptability:** How can Being Strong maintain its credibility while keeping up with short-lived fitness fads (e.g., CrossFit, functional training)? The fitness world often gets into the bracket of a trend. However it has been witnessed that fitness trend is doing good and it is there to last for a longer duration. The unorganised sector is a massive challenge for brands in fitness world. Hence the dilemma whether to prefer brand creation and focus on brand value or to catch the trendiness of the business / sector.

## 7. Conclusion

The Indian fitness market presents immense opportunities for growth, innovation, and expansion. Being Strong has successfully leveraged affordability, durability, and celebrity endorsement to penetrate the market. However, its long-term sustainability depends on reducing over-dependence on Salman Khan, innovating continuously, expanding into semi-urban regions, and positioning fitness as a necessity rather than just a luxury trend. If Being Strong can balance its celebrity-driven appeal with strong independent brand value, it has the potential to become India's leading fitness equipment manufacturer and a global competitor.

## Teaching Notes:

### Objectives for the Case Instructor:

- To equip readers / participants with the domain understanding of Fitness Industry in India & the strategic skills associated with such Businesses.
- To gain knowledge with respect to the dynamics of Fitness Industry while highlighting the challenges & opportunities in the industry.
- To discuss the Being Strong's understanding on consumer behavior in India towards fitness world.

### Level of Analysis:

The current case is a Teaching case with Appraisal Method. The case attracts the level of BBA, MBA Students, In general Commerce & Management Graduates and largely the Fitness product players with special reference to Fitness Industry & related business domain.

### Broad Questions on the Case:

Q.1: What are the key factors driving the growth of the Indian fitness industry?

Q.2: How has Being Strong leveraged celebrity branding and consumer behavior to grow?

Q.3: What strategic steps should Being Strong take to resolve the dilemmas of dependency on celebrity branding and short-term fitness fads?

### Potential Solution: (Responses to the Dilemma)

- Necessity Vs Fitness Trend: Position fitness as a necessity for preventive healthcare, while using fitness trends (CrossFit, Zumba, etc.) as short-term marketing tools.
- Salman's Brand vs Independent Identity: Gradually transition to a strong independent brand identity with innovation, partnerships, and endorsements from athletes and trainers.
- Brand Value vs Trend: Focus on R&D, product innovation, and consumer education to maintain credibility while staying adaptive to evolving fitness fads.

### Case Beneficiaries:

- The representatives of the respective Industry shall benefit from the case study.

- The UG & PG Students with special reference to Commerce & Management have strong potential of learning from the case. Also, the youth at large will benefit from the case.
- The start-ups in the relevant industry with respect to ancillary business profile will have good reference of the case.

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