



Talwalkars, is one of the India's largest chain of health centres. It has over 100 ultramodern branches across 50 cities in the country, with over 1,00,000 members. SpaceandPeople explained the concept of experiential marketing to Talwalkars and convinced them to invest in such kind of Mall activation.

Mission: To promote fitness first among the people on **Strength training**.

About the Activity :

- Conducted fitness test and BMR of the people .
- Educated people On **Cardio Exercise** benefits.

Execution:

- They gave away Gifts , vouchers and Free Bees
- There were fitness trainers of gym as the promoters who helped people get their BMR conducted on the spot

Talwalkars

Venue: The activity was conducted in the One Mall, Ahmedabad.



Generated a good number of inquiries and converted their leads into memberships.

Activity was a grand success and Talwalkars was thrilled with Spaceandpeople's support and services

We would look forward to have more such events with your company. We would like to thank to the entire team of Space and People for their support during entire event.

-Nikita Inamdhar Club Manager Talwalkars.

