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EBG Group and Universal Fitness Australia announce Rs 300 Cr expansion in India

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The partnership aims to launch over 30 premium health and wellness sanctuaries across India



India's EBG Group has announced an exclusive partnership with Australia-based Universal Fitness Group to introduce a new category of integrated health, fitness, rehabilitation and wellness destinations in India, backed by a planned investment roadmap of Rs 300 crore over the next five years.

The partnership seeks to address a rapidly evolving opportunity within India's wellness economy, where consumers are increasingly moving beyond traditional gym memberships towards holistic solutions that combine fitness, recovery, preventive health and lifestyle experiences under one roof.

The Deloitte India and Health & Fitness Association India Fitness Market Report 2025 puts India's commercial fitness market at roughly Rs 16,200 crore currently, with projections pointing to Rs 37,700 crore by 2030.

Under the partnership, EBG Group will lead development, rollout and operations of Universal Fitness across India. The two companies plan to establish more than 30 premium Health and Fitness Sanctuaries and two destination wellness retreats over five years. Hyderabad and Bengaluru come first, with subsequent expansion into Mumbai, Delhi NCR, Pune and other high - growth urban centres.

Each facility will span between 40,000 and 45,000 square feet, a footprint considerably larger than a conventional gym and reflective of the breadth of services the platform is designed to house. The facilities have been conceived as integrated wellness campuses, with dedicated zones for advanced fitness training, group studios, Pilates programmes, swim schools, physiotherapy and sports rehabilitation, and AI-enabled body composition analysis.

The partnership also carries a significant employment dimension. With each centre expected to hire between 50 and 60 professionals directly - across fitness coaching, sports science, physiotherapy, wellness operations, hospitality, technology support, facility management and community engagement -the network is projected to create thousands of jobs as expansion progresses across cities.