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**AN EXCLUSIVE
PERSONAL TRAINING
STUDIO**



KAIZZAD KAPADIA

Aaditya Barve's ETHOS, The Personal Training Studio, holds a special place in my heart for a number of reasons. The first reason being that Aaditya is a KII Student who, having imbibed the **ETHOS** of his school, is sure to use his entrepreneurial spirit in setting up a business that is rooted deeply and firmly in always keeping the Client/Member **FIRST**.

The KII **ETHOS**, being quite simply - **STUDENT FIRST**. I love the name **ETHOS** because it says so much with just these 5 letters. Dictionary meanings include - Spirit, Culture, Character, Atmosphere, Climate, Mood, Feeling, Flavour, Essence, Quintessence, Dominating Characteristic, Motivating Force, Morality, Code, Principles and Ethics. Although the word itself is neutral; it is **ALWAYS** used in a positive context.

An **ETHOS** member, can and should expect, to be treated with the utmost respect and a standard of service excellence that can only come when an enterprise, has an **ETHOS** firmly set in place. A Personal Training Studio that proudly names itself as **ETHOS** is sure to have - Outstanding service & facility management.

A clear cut training philosophy that is scientific to the core and hence totally result-oriented and safe. A warm ambiance that comes from a deep understanding of the fact that the most important person for **ETHOS** is the member. A for-profit enterprise, that has intrinsic gratitude to the patrons, whose patronage led to the profits. I wish the **ETHOS** team all the very best in their endeavor of taking their members to the highest standards of physical performance. Dear **ETHOS** member; it is my firm belief that you and your fitness goals are in the safe, secure, skilled and super talented hands of Team **ETHOS**.

Yours in Health & Fitness,

Kaizzad Farrokh Kapadia (Co-Founder & Director **KII** SCHOOL OF FITNESS SCIENCES)



CONCEPT

ETHOS is An Exclusive Personal Training Studio where members will be accompanied by their Personal Trainers to workout. We believe that working out under the guidance of **CERTIFIED PERSONAL TRAINERS** in and around the city will not only give you faster results but ensure that you carry out your workouts in a safe environment and in a correct manner.



E
ETHOS
RECOMPOSE YOURSELF

FOR TRAINERS

We at **ETHOS** understand how stringent the rules and regulations are for the trainers in a commercial gym and hence, how their income gets restricted with dissatisfied members. **ETHOS** would be the only facility in PUNE where **PERSONAL TRAINERS & COACHES** are welcome to get their clients and train them with no gruesome policies.



FOR MEMBERS

If you are a gym member and your gym does not allow you to get your favourite trusted trainer to train you, worry no more. At **ETHOS** we welcome such members to get their own trainers so you can workout in your trustworthy zone and comfort.

If you don't have a trainer, we will provide you one.



INFRASTRUCTURE

Located exactly outside Woodland Society, Kothrud, **ETHOS** is in a midst of greenery and very close to nature. Expect a very calming and pleasant atmosphere around, little away from the usual city chaos with ample of parking space for both 2 wheelers as well as 4 wheelers right outside the studio. This floor can be used to conduct fitness related workshops, lectures and gym classes and can harbour upto 35- 40 people at a time. Equipped with a weight lifting platform , full Olympic Weight Lifting setup which includes bumper plates, barbells and a Power Cage, this is a treat for aspiring powerlifters and competitive weightlifters to practice, learn and master their techniques. Not just that, we have a whole range of strength training machines which will help the members to strengthen & challenge their musculoskeletal system and RECOMPOSE their entire structure in favour of more lean body mass!



PERSONAL TRAINING

Time and again, we have seen that in a typical commercial gym, the emphasis on form and technique is hardly given when it comes to exercises, let alone, choosing the right ones. This directly leads to significant drop in physical performance as well as increases the chance of you getting injured.

We at **ETHOS** are certified from **KII SCHOOL OF FITNESS SCIENCES** where we are grinded with thorough knowledge in human kinetics and exercise physiology. Be assured that you are training under safe and trusted hands as we stress a lot on keeping educated, qualified and diligent Personal Trainers who will deliver results.

EXTRAS

Some of our Personal Trainers are one notch above others when it comes to overall fitness education. They have done their certification courses in Kettlebell, Kickboxing and Crossfit which can help their clients achieve sports specific & target oriented goals.

PET FRIENDLY

We are all animal lovers here. Don't let your beloved pet be a reason for you to stay home and miss a workout session.

WHAT WE DO

 **PERSONAL TRAINING**

**CHOOSING THE RIGHT
EXERCISE**



**APPLYING THE RIGHT
TECHNIQUE**



**JUST
PUSH PRESS
REPEAT**



 **KETTLEBELL**

**KEEP CALM &
JUST SWING**



 **KICKBOXING**

**KEEP
BOXING**



 **PET FRIENDLY**

**REASON TO
SMILE**



FIRST WE FORM HABITS THEN THEY FORM US

FORM & TECHNIQUE



BEFORE



AFTER

DON'T EAT LESS ... EAT RIGHT...



NUTRITION PLANNING

Aesthetics and performance goals cannot be achieved without sound nutrition. Our Personal Trainers are Certified Nutritionists as well who will guide you in composing a tailor made nutrition plan according to your goals, schedule, body parameters etc.

In a regular gym, the nutrition cell is kept different for some reason which leads to unnecessary separation of two primary factors viz. Exercise and Nutrition. Since our Personal Trainers are the ones who will be looking after your nutrition protocols and workouts, this gap will be bridged and hence it will be of a great convenience for the member to communicate and discuss any possible hurdles in following the diet plan.

OPEN

24x7

ON REQUEST

Finding it hard to fix your workouts on a busy schedule? Working extra hours? Working night shifts? Want to workout **WHENEVER YOU WANT**? Worry no more.

We have got you covered. The last thing we want to do is to let our precious members miss their workouts. Give us a 24hrs notice as to when you want the gym open and we will keep it open exclusively for you!

CONDITIONS APPLY *



SPECIAL OFFERS

Special Discounts exclusively for
Army , Navy , Airforce , Police , Firefighters &
Physically Challenged

BODY PARAMETERS

Lets think beyond measuring Weight and Height.

Don't be surprised if our Personal Trainers ask you to get your blood work done. We constantly see a lot of clients being deficient in prime vitamins and minerals. Also, some of their bio-markers are quite abnormal due to poor lifestyle choices, chronic stress, bad eating habits, lack of sleep etc.

Elevated Inflammatory markers like, CRP, Homocysteine and Apolipoprotein go for a rise and making you vulnerable to deadly diseases. Addressing these deficiencies would lead to a better health and longevity all throughout your life and will help you combat lifestyle diseases and ageing.

PHYSICAL ⊕ MEDICAL

FITNESS



GETTING ON BOARD

To be on board of Ethos it is mandatory to hold a valid certificate of Basic Personal Trainer's Course and Sports Nutrition Course form K11 Academy of Fitness Sciences and has to mail all the certificates he or she carries to the registered E-Mail ID of Ethos. After a thorough scrutiny of the certificates and an interview with our founder, the management can welcome the trainer to Ethos.

The trainer needs to specify his fees to the management so that the management can put him in the desired category of Personal trainers. Trainings will be given according to Merit, Experience and Client Rolling System. Trainers must provide all their details, especially their Instagram handles, Facebook Page, Linkdin Profile and website to help the management pitch a potential client.



MENTORSHIP

ETHOS Mentorship Programme is all about getting Fresh K11 Certified Personal Trainers or people who have enrolled for the K11 courses to help and assist On Board Personal Trainers working at Ethos. By doing this they can accumulate quality experience in how to handle a client or to train their future clients by being in the shadow of existing successful Personal Trainers. This will directly help the interns in generating their own clientele and gather a vast practical know how about how a gym floor functions.

INTRODUCING **ETHOS FRIDGE**

We care for your fitness goals. Peep in our fridge to take a glance at a variety of food we have to offer which has zero prep time. Just purchase it and consume it. It's that simple. Everything in this fridge would cater to your fitness goals, may it be losing that stubborn fat, or building muscle, let's do it in a delicious way. Ask our managers or On-Board Personal Trainers about the Nutrition Facts of the items we keep in the fridge.



AADITYA BARVE (FOUNDER)

When it comes to building a career in the fitness industry, our Founder, **Mr. Aaditya Barve** has literally started from scratch. Back in 2011, he completed his basic certification course in the fitness industry from **KII SCHOOL OF FITNESS SCIENCES** and started off as a part-time floor trainer in a commercial gym. Being a commerce graduate, he was all set to do MCom and MBA but decided to choose his passion for learning and teaching fitness sciences as his profession. For the first 4 years of Aaditya's work life, he has been earing and learning. He reinvested much of his income in further education in the fitness industry by doing advanced courses the industry had to offer. This made Aaditya one of the most sought after Personal Trainers in his gym as he had heaps of technical knowledge to offer regarding exercise and nutritional sciences which provided his clients desired results. This obviously led to a huge increment in his clientele and that's where the concept of a Personal Training Studio popped up in his mind.

He wished he had his own space, where he could train his clients without any burden of rules and regulations like the commercial gym he used to work for had. He knew this will ultimately help his clients a lot as he could coach them better and that too without giving away a huge chunk of his income to the gym as commission.

After looking out for a lot of places and studying a lot of business models, he finally decided to set up his own Personal Training Studio by the name of **ETHOS**.

ETHOS is the First Personal Training Studio in Pune and has been in the limelight ever since its bold transformation from a mere idea to reality.



**GENES ARE NOT
DESTINY**