



5th July, 2016

To,
The Secretary
M/s. BSE LIMITED
P J Towers, Dalal Street,
Mumbai-400001

Dear Sir / Madam,

Sub: Country Club Launches Functional Training Fitness Studio-FTX at Ghatkopar West, Mumbai
Ref: Country Club Hospitality & Holidays Limited

With reference to the captioned subject cited above, we wish to give the following information which we feel is of material importance pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015.

You are hereby informed that the Company has Launches Functional Training Fitness Studio-FTX at Ghatkopar West, Mumbai.

Country Club's massive network includes over 25 fitness centres in India, Middle East, Malaysia and over 50 clubs, resorts and hotels in India, Middle East, Malaysia, Singapore, Bangkok and Sri Lanka.

You are hereby requested to please take on record the above said information.

Thanking you,

Yours Faithfully,

For **COUNTRY CLUB HOSPITALITY & HOLIDAYS LIMITED**


V. SREELATHA
COMPANY SECRETARY



COUNTRY CLUB HOSPITALITY & HOLIDAYS LIMITED

(Formerly known as Country Club (India) Limited)

Corporate Office : Country Club Kool, #6-3-1219, 4th & 5th Floor, Begumpet, Hyderabad -16, Ph: 040 6684 8888, Fax : 040 6636 0609
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Country Club Launches Functional Training Fitness Studio – FTX At Ghatkopar West, Mumbai

Mumbai: Country Club Hospitality & Holidays Ltd. (CCHH), a pioneer in family clubbing and holiday services, which has set up a chain of fitness centres under the brand **Country Club Fitness** across the nation, has taken the concept to the next level by introducing **FTX (Functional Training Extreme) Studio**.

Country Club's massive network includes over 25 fitness centres in India, Middle East, Malaysia and over 50 clubs, resorts and hotels in India, Middle East, Malaysia, Singapore, Bangkok and Sri Lanka. Country Club members get to enjoy social clubbing and fitness services in their respective cities and family holidays at resorts across scenic global destinations. The membership also provides access to star-studded entertainment events including Asia's Biggest New Year Bash.

The Indian boxing icon Mary Kom is the brand ambassador for the Group Country Club.

“Country Club Fitness FTX is an innovative fitness centre focusing on exercises based on everyday chores. With limited use of equipment and high reliance on technology, Country Club Fitness has created a guided approach to a healthy and fun workout,” said **Y. Rajeev Reddy, Chairman & Managing Director, Country Club Hospitality & Holidays Ltd.**

“Country Club Fitness FTX will herald a new trend for fitness in Mumbai. FTX is the perfect guided training approach to fitness. Our program is great for all the fitness enthusiasts, including people who are new to fitness” said **Y. Varun Reddy, Joint Managing Director & Chief Operating Officer, Country Club Hospitality & Holidays Ltd.**

Each workout session at the FTX studio will last for 45 minutes. The members can use Country Club **Android and iOS app for booking and cancelling the sessions**. There are 9 LCD screens broadcasting the exercises for the day.

The functional training concept and the technology, first introduced in Australia is now spreading globally. **“We were inspired with some of the advanced fitness studios abroad and we saw the potential for such studios in India. This is our first FTX studio in Mumbai and more such centres are planned in other cities across India and Middle East.”** Varun pointed out.

All classes are conducted with an interval timer so members can workout at their own pace. Based on the theme, the **studio design changes every day** so that members will never get bored of working out. The FTX studio hosts 2 experienced trainers.

Website

<http://www.CountryClubIndia.com/>