

TRANSFORMING FITNESS SINCE 1994

**JERAI** FITNESS  
LIMITED



# THE COMPANY

Established in the year 1994, Jerai Fitness Ltd. is proud to be a market leader for nearly three decades in the Indian fitness industry. Our aim is to be able to provide quality and affordable fitness solutions to all sectors of society. Through the Fit India Movement, we strive to foster health and wellness to everyone around the country to the best of our capacity.

Our vision is to deliver well-designed, biomechanically accurate fitness equipment of the highest standards, and we do this through a fully automated manufacturing process that assures safety and quality. With the help of Japanese production infrastructure and a great team of in-house engineers and experts we fulfill this vision. We take pride in the extensive range of equipment we have to offer and the service we deliver through our sales and after-sales teams.

The organization proudly enforces making in India and thereby promoting a better standard of living for all. We sponsor National and International Bodybuilding championships and take an active part in exhibitions and other platforms. Jerai Fitness not only boasts of showrooms and offices pan India but extends itself globally by maintaining a presence in over 20 countries.





### **OUR VISION**

To be a market leader in the global fitness equipment manufacturing industry.

### **OUR MISSION**

To achieve the highest standards in health and fitness by manufacturing strong, sturdy & dependable equipment. Through highest levels of corporate and production efficiency, we aim to create value and grow the global fitness market.

### **OUR PROMISE**

Providing our customers with well-engineered fitness equipment to better their journey towards good health & physique.

# THE JOURNEY

1994

Jerai Fitness was founded in the year 1994 with the sole aim to provide high quality gym equipment that rivaled the best in the world.



2003

Since 2003 JERAI FITNESS has been actively sponsoring National and International bodybuilding championships from Mr. India to Mr. Universe and many more.



2006

Jerai Fitness continues to grow and expand by setting up a new, state of the art factory increasing its production capacity.



2014

Our Company becomes the first fitness equipment manufacturer to incorporate robotic and automation process in the production plant.



2015

In 2015 JERAI FITNESS launched JERAI CLASSIC, an open platform for fitness enthusiasts to compete irrespective of any federation. Over 3000 participants have competed over the span of 3 years making it the most popular fitness competition brand in India.



# JOURNEY CONTINUES...

**2017**

Jerai Fitness ships its inaugural international order, moving towards global expansion. With meticulous craftsmanship, Jerai Fitness has garnered recognition beyond borders, solidifying its position as a leading provider of fitness equipment worldwide.



**2018**

Jerai Fitness becomes the first Indian Fitness Equipment manufacturer to participate at FIBO Global Expo 2018 in Cologne, Germany. Soon after few months, Jerai Fitness initiated its export operations worldwide. By 2018 Jerai Fitness products have been supplied to over 12000 gym and fitness centres and have been used by over 12 million people.



**2019**

Jerai Fitness begins expanding its global presence by setting up the Official International Distributor.



**2022**

With nearly three decades of Experience, Jerai Fitness has evolved into a global brand having supplied equipment to over 20 countries. Jerai Fitness is proud to have established high-end exclusive showrooms in every state of the country to ensure quick access to the customer from respective locations who prefer to use India's favourite fitness brand.



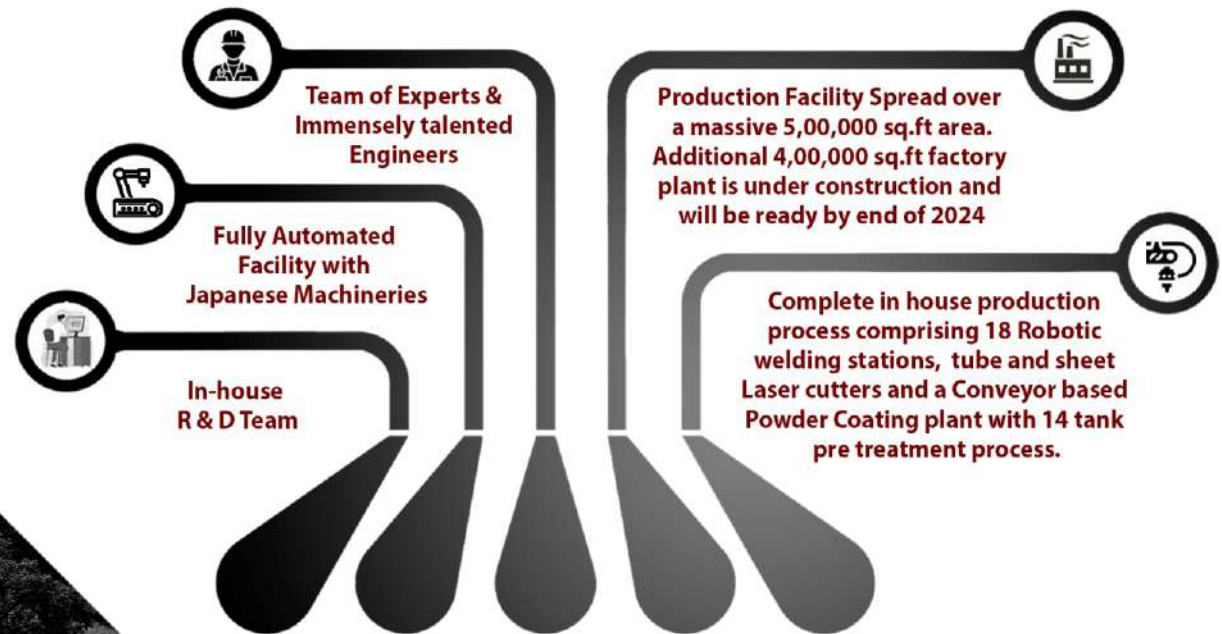
**2022**

The journey ahead With over 95% market share in India, Our Eyes are set to dominate the world and set an example of quality with affordability.

# THE FACTORY

INDIA'S LARGEST  
MANUFACTURING PLANT

**JERAI**<sup>®</sup>  
FITNESS LTD.



# THE CORE TEAM



**RAJESH RAI**

## #LetsDoMore

### MANAGING DIRECTOR

Mr. Rajesh Rai has been a fitness enthusiasts since a young age of 15. This being his base for motivation, he instinctively realized he wanted to take up Fitness as not only his passion but his carrier choice and motivate people into leading a healthy life. Mr. Rajesh Rai often supports fitness expos, events and competitions even at a very nauseant stage of the companies formation and thus The First ever Mr. Universe held in the Year 2003 in Mumbai, was proudly sponsored by M/s. Jerai Fitness Equipment by offering its equipment for all the international bodybuilders.

His Mission for the Fitness Industry is to design and promote small setup gym business solutions for new entrepreneurs of our country. Introduce small gyms and fitness centers in every small village and town of our country. Committed and confident to make India the world's largest fitness industry in the coming time. Rajesh Rai firmly believes in growing together and as a fitness equipment brand and as a part of this large family, the industry, is to make India the manufacturing hub for sports goods and fitness equipment in the world.



# THE CORE TEAM



**RINKU RAI**

## #LetsDoMore

### WHOLE-TIME DIRECTOR

Mrs. Rinku Rai is an approachable and trustworthy person who's seen the company form, build and grow through the 29 years of its operation, she is one of the directors at Jerai Fitness Ltd. She brings with her the power to foster positive workplace relations while being the creative eyes and brains of the company.

Works hand-in-hand with the marketing team on the most effective ways to communicate our products to the target market. Designs Jerai Fitness merchandise while overlooking the materials, outsourcing and production of the same. Collaborates and manages every event the company holds creating an impactful experience for the audience, athletes, competitors, etc.

Mrs. Rinku Rai has been a part of the organization since its inception and has witnessed the organization achieve soaring heights but her firm belief is the achievements for Jerai Fitness have just begun and Jerai Fitness has a long road ahead to achieve success and be the best not only in India but across the globe.



# THE CORE TEAM



**DILIP LAD**

## #LetsDoMore

### DIRECTOR

Mr. Dilip Lad started his journey 21 years ago with Jerai Fitness and has been a witness to the growth of the organization quite closely. In the beginning, he started by preparing rough sketches and detailed work of machines. With the help of a small team he used to prepare, review and redraft ensuring final designs are compliant with safety & solidity.

Mr. Dilip has been one of the oldest and long standing pillar to Jerai Fitness and is always proud and happy to be a part of the team and to see the organization growing in leaps and bounds over the years.

He hopes that the organization and him continues to grow in the future, as this is just the beginning and we have a long way to go. Mr. Dilip has created a bond with the team and has earned the trust and a lifetime of amazing friendships who are as close as family.

# THE CORE TEAM



**PRAMOD ARORA**

## #LetsDoMore

### INDEPENDENT DIRECTOR

Mr. Pramod Arora a passionate and dynamic leader who has been enabling & steering business growth / development to unleash opportunities across emerging global markets in Multiplex Cinemas. His mainstay is working around innovation, technologies and ushering a more immersive growth of new cinemas where convenience, customer empowerment and predictive intelligence tools play a vital role to consumer retention & growth. On the career front with more than 18 years experience in PVR Limited across varied roles and responsibilities has been his learning foundation in the retail industry besides a network connects to developers and other stake holders in the retail real estate across the country. PVR Cinemas is a film entertainment company based in India.

His past experiences include his appointment as an Independent Director at Future Market Networks Limited, which is a NSE/BSE listed entity of Future Group, is working on strategic initiatives in the real estate environs to connect dots across asset classes. - Experience Shopping centres, Logistics & warehousing, Big Box Retail form an integral part. Last but not the least, his experience at Oberoi Realty has helped him understand the power of convergence of real estate across retail, commercial and residential assets.

# UNIQUE SELLING PROPOSITION



## PROVEN BIOMECHANICS

Our products are engineered with proven biomechanics, ensuring optimal performance and comfort. Each design is meticulously crafted to enhance user experience and efficiency.



## DURABILITY AND ROBUSTNESS

Built to last, our products boast exceptional durability and robustness. Made from high-grade, proven raw materials, they are designed to withstand the test of time, providing long-lasting performance.



## LOAD VARIABLE TECHNOLOGY

Our state-of-the-art load variable technology allows for dynamic adjustments, providing unparalleled adaptability and precision in every use. This technology ensures that our products can handle varying loads with ease, offering superior flexibility.



## EXTENSIVE RANGE AND CONTEMPORARY DESIGN

We offer an extensive range of products, each featuring a contemporary design that blends functionality with aesthetics. Our products are not only high-performing but also stylish, catering to modern tastes and preferences.



## WEIGHT TRANSFER RATIO 1:1

Designed with a perfect 1:1 weight transfer ratio, our products guarantee balanced and efficient weight distribution. This feature enhances stability and reduces the risk of strain, making our products ideal for various applications.



## USER-FRIENDLY INTERFACE

Ease of use is at the core of our design philosophy. Our products are user-friendly, making them accessible to both beginners and professionals. The intuitive interface ensures a seamless experience for all users.

# UNIQUE SELLING PROPOSITION



## MULTI-STATE SERVICE BACKUP - ROUND THE CLOCK

We provide comprehensive, round-the-clock service backup across multiple states. Our dedicated support team is always available to assist you, ensuring uninterrupted service and peace of mind.



## HIGH RATE OF CUSTOMER RETAINERSHIP

Our products boast a high rate of customer retainership, reflecting the trust and loyalty of our customers. We prioritize customer satisfaction, resulting in long-term relationships and repeat business.



## GLOBAL RECOGNITION

Our commitment to quality and innovation has earned us global recognition. Our products are trusted and used by customers around the world, reflecting our reputation for excellence.



## VALUE FOR MONEY PRODUCT RANGE

We offer a value-for-money product range that delivers exceptional performance at competitive prices. Our commitment to affordability ensures that you get the best return on your investment.



## OVER THREE DECADES OF EXPERIENCE

With over 30 years of experience in designing and craftsmanship, we bring unparalleled expertise and knowledge to our products. Our long-standing history is a testament to our dedication to quality and customer satisfaction.



## HIGH GRADE AND PROVEN RAW MATERIAL

We use only the highest grade and proven raw materials in our manufacturing process. This ensures the superior quality and reliability of our products, providing you with peace of mind and confidence in your purchase.

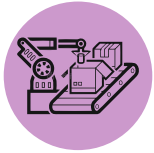


# UNIQUE SELLING PROPOSITION



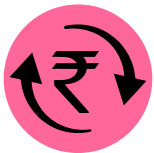
## FASTER ROI

Our products are designed to deliver a faster return on investment (ROI). With their efficient performance and durability, you can expect to see significant benefits and savings over time.



## FLAWLESS AUTOMATED PRODUCTION PROCESS

Our flawless automated production process ensures consistency and precision in every product we create. This advanced manufacturing approach minimizes errors and maximizes efficiency, resulting in high-quality products.



## HIGH RE-SELL VALUE

Invest in our products with confidence, knowing they have a high re-sell value. Our commitment to quality and durability ensures that our products retain their value over time, offering you excellent resale opportunities.



## STURDY FRAMES

Fabricated from rugged 50mm x 50mm and 50mm x 100mm seamless structural cold-rolled steel tubing (2.5mm/2.8mm/3.0mm thick), milled and machined on-site. The unique design and quality craftsmanship ensure superior strength, virtually eliminating joint failure and the need for expensive repairs. All loading joints have an extra 5mm plate for fail-proof safety.



## STREAMLINED PULLEY WHEELS

Our 3", 4", and 5" V-grooved fiber glass - reinforced nylon pulleys feature sealed, friction-free precision ball bearings for excellent cable support and whisper-smooth, trouble-free operation. All pulleys are securely mounted in safety housings.



## VIGOROUSLY TESTED WEIGHT STACKS

The 1" thick bright mild steel plates feature two free-floating nylon bushings per plate for smooth movement. An oversized center hole in the weight plate prevents the selector shaft from scraping against the weights.

# UNIQUE SELLING PROPOSITION



## TENACIOUS POWDER COAT FINISH

The computer-operated conveyor-based powder-coating process features a 14-tank pre-treatment with zinc coating and an 80-micron electrostatic textured powder finish for durability and low maintenance. The antimicrobial coating protects against bacteria and mold, eliminating up to 99% of microbes.



## HEAVY DUTY CABLES

Our industrial-strength cables are designed for maximum durability and performance. Available in 3/16" and 1/4" diameters, these cables are coated with a nylon layer to enhance their resistance to wear and environmental factors. With a robust load capacity of 4200 lbs, they are engineered to handle heavy-duty applications.



## EVERLASTING GUIDE RODS

3/4" thick solid induction-hardened rods with a hardness of 50 to 60 HRC are fitted with nylon bushings to facilitate smooth, free-floating movement of weight plates along the guide rods.



## WELL-CRAFTED SHROUDS

Our ergonomically designed shrouds are crafted from 1.5mm high-grade CRC (Cold-Rolled Carbon) sheets, ensuring exceptional durability and strength. These shrouds are precision laser-cut, available in both half-length and full-length options, to provide comprehensive safety solutions. They can be installed on one or both sides of the weight stack, offering robust protection against accidental contact and wear.



## HARD-WEARING UPHOLSTERY

Featuring ergonomically designed, superior-grade upholstery with 2-inch thick, high-density molded PU foam, this product is crafted to suit the machine's functionality and comes in a wide range of colours.



## SOLIDLY CONSTRUCTED MOVING PARTS

The equipment moving parts are engineered for exceptional endurance, with the capability to perform up to 500,000 cycles at full load. This high level of durability ensures consistent, reliable operation even under the most strenuous conditions.

# UNIQUE SELLING PROPOSITION



## HIGH - GRADE ECCENTRIC CAM

Each machine is equipped with a uniquely designed and precision-manufactured eccentric cam. This cam is crafted through a process of ongoing development, ensuring that every unit is tailored to meet specific operational requirements.



## SUPERIOR GRIPS

Our equipments grips are constructed from non-slip neoprene, a high-performance material chosen for its superior grip and durability. Neoprene, known for its excellent resistance to wear and tear, is used here to ensure a secure, comfortable hold. These grips are completely free of any latex-based components, making them an ideal choice for users with latex sensitivities or allergies.

# OUR SERIES



**CARDIO**  
SERIES



**X-TEND**  
SERIES



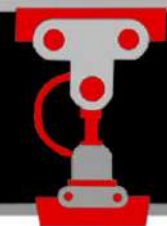
**CLUBLINE**  
SERIES



**NEW**  
**CLUBLINE**  
SERIES



# OUR SERIES



**FALCON**  
SERIES



**STRIDE**  
SERIES

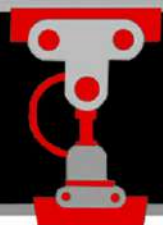


**LOAD-ON**  
SERIES

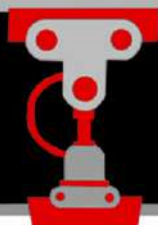


**BENCHES & RACKS**

# OUR SERIES



**DUMBBELL**  
**PLATE / BARBELL**



**MULTI JUNGLE**



**JX-FIT**  
**SERIES**



**HOME GYM**  
**SERIES**

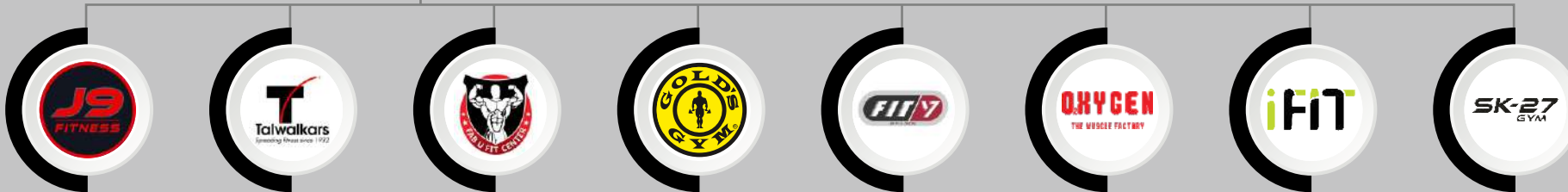




**OUR ESTEEMED  
CLIENTS**

**COMMERCIAL  
HEALTH CLUB**

**SPORTS &  
RECREATION CLUB**



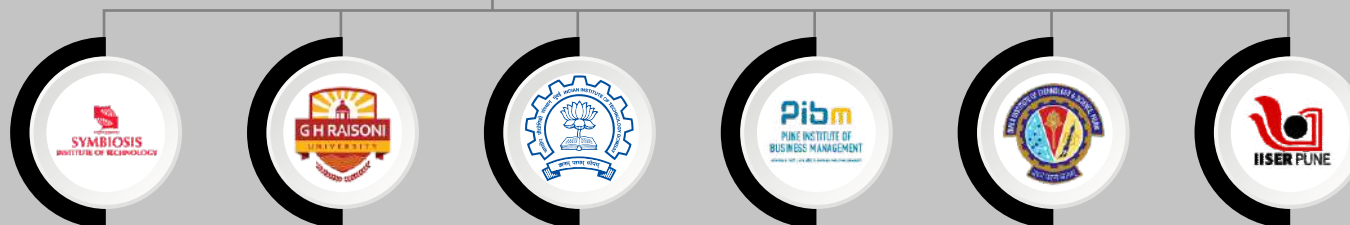




**OUR ESTEEMED  
CLIENTS**

**EDUCATIONAL  
INSTITUTIONS**

**REAL ESTATE**





**OUR ESTEEMED  
CLIENTS**

**HOTELS**

**DEFENCE**





**OUR ESTEEMED  
CLIENTS**

**CORPORATE**



# OUR ESTEEMED CLIENTS



MR. SALMAN KHAN



MR. SOHAIL KHAN



MR. SHAH RUKH KHAN



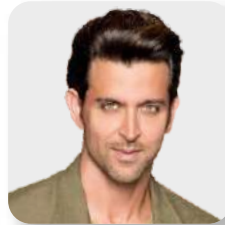
MR. AAMIR KHAN



MR. SAIF ALI KHAN



MR. AAYUSH SHARMA



MR. HRITHIK ROSHAN



MR. AKKINENI NAGARJUNA



MR. AJAY DEVGN



MR. TIGER SHROFF



MR. ADITYA ROY KAPOOR



MR. SUNIEL SHETTY



MR. ANIL KAPOOR



MR. RANVEER SINGH



MR. SUDEEP KICHA



MR. SUNNY DEOL



MR. BOBBY DEOL

**CELEBRITIES**



# OUR ESTEEMED CLIENTS



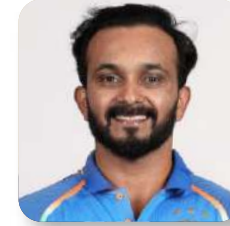
MR. EKNATH SHINDE



MR. NANA PATEKAR



MR. RAVINDRA JADEJA



MR. KEDAR JADHAV



MR. TOVINO THOMAS



MR. EMRAAN HASHMI



MR. KAPIL SHARMA



MR. ROHIT SHETTY



MR. KIREN RIJJU



MR. PULKIT SAMRAT



MR. MOHIT SURI



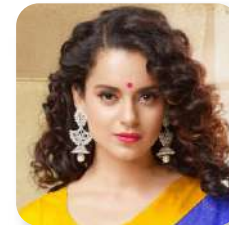
MR. FARDEEN KHAN



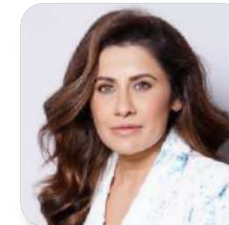
MS. SAMANTHA PRABHU



MS. SANGEETA BIJLANI



MS. KANGANA RANAUT



MS. YASMIN KARACHIWALA



MS. NEHA PENDSE

**POLITICIANS & CELEBRITIES**

# SUCCESSFUL TENDERS

- ★ Indian Coast Guard Station, Andaman & Nicobar
- ★ Sports Authority of India, Pan India
- ★ Sai Sag Centre Sundargarh
- ★ Symbiosis Institute of Management Studies - Pan India
- ★ Indian Navy
- ★ Indian Railways
- ★ Airport Authority of India
- ★ Kalinga Stadium Bhubaneswar





# EVENTS & EXHIBITIONS

- ★ MR. WORLD
- ★ MR. INDIA
- ★ MR. UNIVERSE
- ★ BODYPOWER EXPO
- ★ IHFF
- ★ FITINDIA EXPO
- ★ FIBO - COLOGNE GERMANY
- ★ DUBAI PRO
- ★ DUBAI MUSCLE SHOW
- ★ SPORTEC JAPAN





JERAI FITNESS HAS PROUDLY SPONSORED MANY TELEVISION SHOW LIKE BIG BOSS,  
MOVIES, SPORTS EVENTS, COLLEGE FESTIVALS, ETC.

**SPONSORSHIP AND COLLABORATIONS**



# COMPETITIONS



Jerai Fitness not only participates as sponsors but also hosts our its own body building and fitness competitions like Jerai Bikini Diva, Jerai Strongman, Jerai Classic, Jerai Men's Physique, Jerai Women's Physique, etc. Jerai Fitness believes in boosting the fitness industry by hosting competitions and giving the athletes a platform to be recognized on a national and international level.







## Certificate of Registration



This is to certify that the Environmental Management System of

### JERAI FITNESS LIMITED

WORKS:- JERAI COMPOUND, UNIT NO. 3A, 05 & 06, SURVEY NO. 219, VILLAGE-GHONSAI,  
TALUKA - WADA, DIST. PALGHAR - 421312, MAHARASHTRA, INDIA  
OFFICE:-209-212, 2ND FLOOR, TECHNO IT PARK, NEW LINK ROAD, BORIVALI  
(WEST), MUMBAI - 400 092, MAHARASHTRA, INDIA

is in accordance with the requirements of the following standard

**ISO 14001:2015**

(Environmental Management System)

### SCOPE

MANUFACTURING AND SUPPLY OF GYMNASIUM EQUIPMENT

(IAF Code: 23)

Certificate Number : 140324029130

Initial Registration Date : 14-MAR-2024  
1<sup>st</sup> Surveillance Date : 14-FEB-2025  
2<sup>nd</sup> Surveillance Date : 14-FEB-2026  
Certificate Expiry Date : 13-MAR-2027

**To verify certificate, visit at :**

[www.arscert.com](http://www.arscert.com)  
[www.uafaccreditation.org](http://www.uafaccreditation.org)  
[www.iafcertsearch.org](http://www.iafcertsearch.org)

Issued by ARS Assessment Private Limited

Managing Director



CB-MS-3926

UAF Address : 400, North Center Dr, STE 202, Norfolk, VA 23502, United States of America

This certificate remains the property of ARS and must be returned to ARS on Cancellation or Suspension of the certificate. Validity of the certificate is subject to successful completion of surveillance audits. Further clarification regarding the scope of this certificate and the applicability of standard may be obtained by consulting the Organisation on info@arscert.com



## Certificate of Registration



This is to certify that the Occupational Health and Safety Management System of

### JERAI FITNESS LIMITED

WORKS:- JERAI COMPOUND, UNIT NO. 3A, 05 & 06, SURVEY NO. 219, VILLAGE-GHONSAI,  
TALUKA - WADA, DIST. PALGHAR-421312, MAHARASHTRA, INDIA  
OFFICE:-209-212, 2ND FLOOR, TECHNO IT PARK, NEW LINK ROAD, BORIVALI (WEST),  
MUMBAI - 400 092, MAHARASHTRA, INDIA

is in accordance with the requirements of the following standard

**ISO 45001:2018**

(Occupational Health and Safety Management System)

### SCOPE

MANUFACTURING AND SUPPLY OF GYMNASIUM EQUIPMENT

(IAF Code: 23)

Certificate Number : 060324039110

Initial Registration Date : 06-MAR-2024  
1<sup>st</sup> Surveillance Date : 06-FEB-2025  
2<sup>nd</sup> Surveillance Date : 06-FEB-2026  
Certificate Expiry Date : 05-MAR-2027

**To verify certificate, visit at :**

[www.arscert.com](http://www.arscert.com)  
[www.uafaccreditation.org](http://www.uafaccreditation.org)  
[www.iafcertsearch.org](http://www.iafcertsearch.org)

Issued by ARS Assessment Private Limited

Managing Director



CB-MS-3923

UAF Address : 400, North Center Dr, STE 202, Norfolk, VA 23502, United States of America

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# JERA FITNESS LTD

## Contact Us



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[www.jeraifitness.com](http://www.jeraifitness.com)



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Maharashtra, BHARAT.



**REGISTERED OFFICE ADDRESS:**  
D-204, Gagangiri Complex,  
2<sup>nd</sup> Floor, Above McDonald's,  
New Link Road, Kandarpada,  
Dahisar (West), Mumbai - 400 068,  
Maharashtra, BHARAT.



**FACTORY ADDRESS:**  
Plot No. 219, Village-Ghonsai,  
Taluka - Wada, Dist. - Palghar -  
421 312, Maharashtra, BHARAT.





**Thank You**  
**for your attention**