

KNOCKOUT®
FIGHT CLUB

FRANCHISE OPPORTUNITY

BE THE BEST YOU CAN BE

WWW.KNOCKOUTFIGHTCLUB.COM

ABOUT US

KNOCKOUT IS THE LARGEST MARTIAL ARTS GYM CHAIN IN INDIA WITH 16+ BRANCHES. ATHLETES FROM KNOCKOUT'S TEAM HAVE GONE ON TO BECOMING NATIONAL AND INTERNATIONAL LEVEL CHAMPIONS

KNOCKOUT HAS TRAINED LAKHS OF PEOPLE IN REAL WORLD SELF-DEFENSE AND WORKED WITH GOVERNMENT BODIES LIKE THE POLICE AS WELL AS NGOS

KNOCKOUT OFFERS A WIDE VARIETY OF CLASSES SUCH AS BOXING, KICKBOXING, MUAY THAI, BJJ ETC IN A CONVENIENT SCHEDULE THAT ALLOWS YOU TO CHOOSE BETWEEN MORNINGS/EVENINGS WEEKDAYS/WEEKENDS

KNOCKOUT HAS RECEIVED SEVERAL AWARDS INCLUDING THE BEST MARTIAL ARTS ACADEMY IN NORTH INDIA AND HAS BEEN FEATURED IN SEVERAL MEDIA PLATFORMS

OUR MISSION



KNOCKOUT'S MISSION IS TO MAKE PEOPLE POWERFUL IN BODY, MIND AND SPIRIT USING AUTHENTIC MARTIAL ARTS TRAINING. WE DO THIS BY CREATING A SAFE AND SUPPORTIVE ENVIRONMENT WHERE PEOPLE GET TO LEARN DIRECTLY FROM THE BEST TEACHERS IN THE WORLD.

OUR GOAL



WE OFFER A PLATFORM FOR BEGINNERS (PEOPLE WITHOUT ANY EXPERIENCE AT ALL) AS WELL AS PROFESSIONAL ATHLETES WHO WANT TO TAKE THEIR GAME TO THE NEXT LEVEL. ALL AGE GROUPS ARE WELCOME. KNOCKOUT HAS WORKED HARD ON ITS QUALITY STANDARDS, SO YOU CAN EXPECT WORLD CLASS MARTIAL ARTS TRAINING AT OUR GYMS.



OUR PHILOSOPHY



EVERY CREATURE THAT SURVIVES ON THIS PLANET DOES SO BY LEARNING HOW TO FIGHT. BUT THE GREATEST BATTLES GO BEYOND JUST PHYSICAL STRENGTH. YOU MUST FIGHT FOR YOUR DREAMS, FOR WHAT YOU BELIEVE IN. FIGHT AGAINST YOUR BAD HABITS AND WEAKNESSES. FIGHT EVERY DAY TO BECOME THE BEST VERSION OF YOURSELF. TRUE WARRIORS AREN'T JUST BUILT IN THE RING—THEY'RE FORGED BY THE BATTLES WITHIN.

OUR BRANCHES

KALKAJI (SOUTH DELHI)

SAKET (SOUTH DELHI)

GREEN PARK (SOUTH DELHI)

KARKARDOOMA (EAST DELHI)

PASCHIM VIHAR (WEST DELHI)

PRASHANT VIHAR (NORTH DELHI)

NOIDA SECTOR 18 (UTTAR PRADESH)

NOIDA SECTOR 50 (UTTAR PRADESH)

NOIDA SECTOR 116 (UTTAR PRADESH)

LUCKNOW (UTTAR PRADESH)

GURUGRAM DLF PHASE -3 (HARYANA)

GURUGRAM SECTOR - 7 (HARYANA)

SONIPAT (HARYANA)

GWALIOR (MADHYA PRADESH)

BHOPAL (MADHYA PRADESH)



WHAT WE DO IN KNOCKOUT



CORE PROGRAMS

- **MMA:** Complete striking and grappling system for real combat fitness
- **Boxing:** Speed, footwork, timing, and endurance
- **Kickboxing:** Power, agility, and conditioning
- **Muay Thai:** Elbows, knees, clinch control, and toughness
- **Brazilian Jiu-Jitsu:** Ground control, submissions, and strategy
- **Wrestling:** Takedowns, balance, and dominance



SPECIAL PROGRAMS

- **Kids MMA:** Confidence, discipline, and fitness
- **Self-Defense Workshops:** Real-life safety and awareness
- **MMA Workshops:** Intensive skill-based training



ONLINE COURSE

- **STREET FIGHT SECRETS: REAL-WORLD AWARENESS AND AVOIDANCE STRATEGIES**
- **PRACTICAL SELF-PROTECTION CONCEPTS**
- **MINDSET, CONTROL, AND DECISION-MAKING UNDER PRESSURE**
- **DESIGNED FOR EVERYDAY SAFETY, NOT STREET FIGHTING**

WHY KNOCKOUT

We don't sell workouts We build fighters—in mindset and body.

WHAT MAKES KNOCKOUT DIFFERENT FROM GYMS & FITNESS STUDIOS:

- MMA-BASED FUNCTIONAL FITNESS, NOT MACHINES
- STRUCTURED PROGRESSION: BEGINNER → ADVANCED → FIGHTER
- GROUP TRAINING THAT BUILDS MOTIVATION & DISCIPLINE
- COACHES WITH REAL COMBAT & COMPETITION BACKGROUND
- EQUAL FOCUS ON:
 - PERFORMANCE
 - FITNESS
 - SKILL
 - CONFIDENCE
- STRONG BRAND PRESENCE & DIGITAL REACH



TARGET AUDIENCE



AGE GROUP

KNOCKOUT FIGHT CLUB SERVES INDIVIDUALS AGED 6 YEARS TO 60, INCLUDING KIDS, TEENAGERS, ADULTS, AND MATURE FITNESS ENTHUSIASTS. OUR TRAINING IS STRUCTURED TO BE SAFE, PROGRESSIVE, AND EFFECTIVE ACROSS ALL AGE GROUPS.



PROFESSION

OUR COMMUNITY CONSISTS OF COLLEGE STUDENTS, WORKING PROFESSIONALS, AND CORPORATE CLIENTS WHO SEEK DISCIPLINED, HIGH-PERFORMANCE FITNESS AS PART OF THEIR LIFESTYLE.



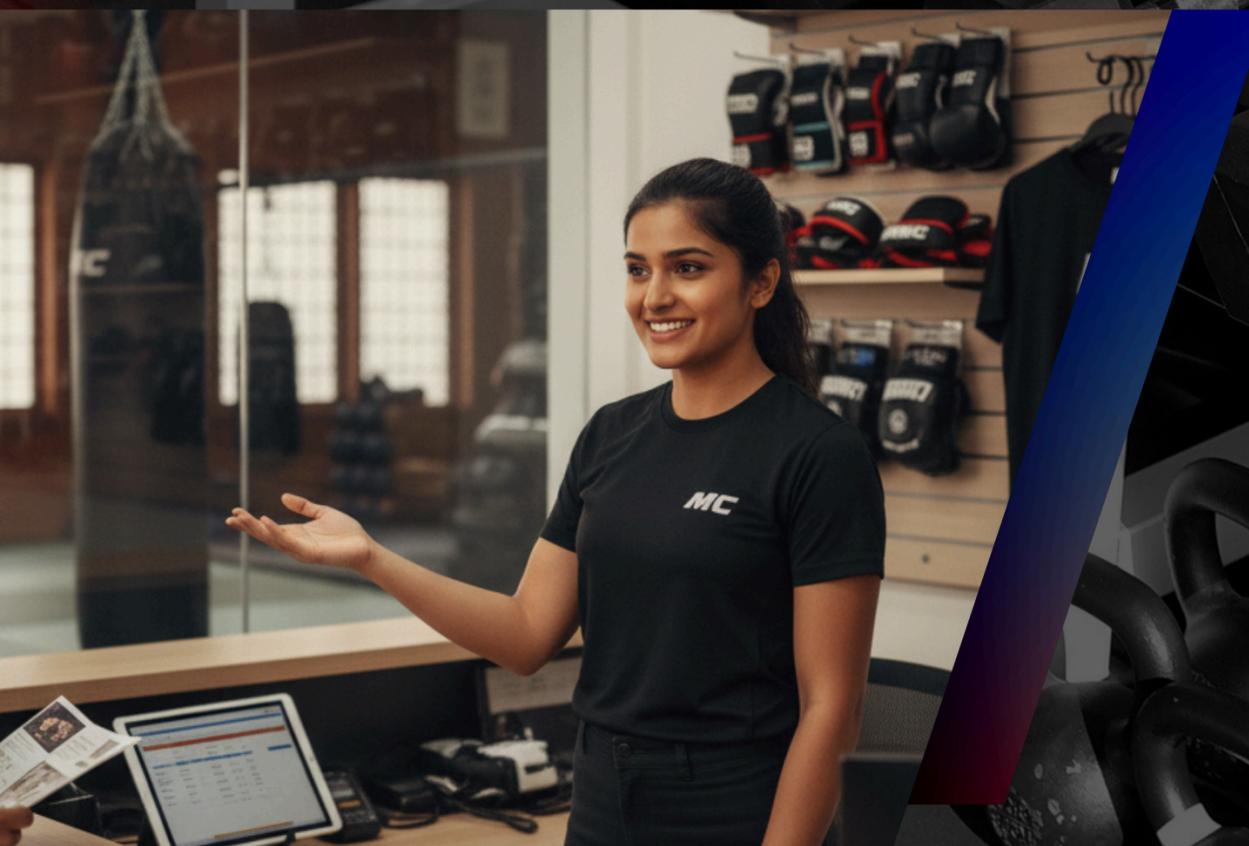
FITNESS AND INTREST

WE CATER TO FITNESS AND WEIGHT-LOSS SEEKERS, WOMEN AND KIDS FOCUSED ON CONFIDENCE AND SELF-DEFENSE, AND ASPIRING FIGHTERS WHO WANT TO LEARN AUTHENTIC MMA AND COMBAT SKILLS. PROFESSIONAL FIGHTERS

BUSINESS MODEL

A KNOCKOUT FIGHT CLUB CENTER IS DESIGNED TO OPERATE EFFICIENTLY WITHIN A WELL-PLANNED TRAINING SPACE THAT ACCOMMODATES MAT WORK, STRIKING ZONES, STRENGTH CONDITIONING, AND SMOOTH MEMBER FLOW. CENTERS ARE BEST SUITED FOR HIGH-VISIBILITY HIGH-STREET LOCATIONS, DENSE RESIDENTIAL HUBS, AND COMMERCIAL FITNESS ZONES, ENSURING STRONG ACCESSIBILITY AND CONSISTENT FOOTFALL.

THE BUSINESS MODEL IS BUILT ON MULTIPLE DIVERSIFIED REVENUE STREAMS, INCLUDING RECURRING MEMBERSHIPS, PERSONAL TRAINING PROGRAMS, KIDS BATCHES, CORPORATE FITNESS TIE-UPS, BRANDED MERCHANDISE, AND INCOME FROM WORKSHOPS AND SEMINARS. WITH A STRUCTURED OPERATIONAL SYSTEM, STRONG BRAND PRESENCE, AND CENTRALIZED SUPPORT, THE FRANCHISE MODEL IS DESIGNED FOR SUSTAINABLE GROWTH AND STEADY PROFITABILITY, SUPPORTED BY LONG-TERM MEMBER RETENTION AND COMMUNITY-DRIVEN ENGAGEMENT.



WHAT FRANCHISE PARTNER GET

- **BRAND & SYSTEM: USE OF THE KNOCKOUT BRAND NAME AND IDENTITY, ALONG WITH PROVEN SOPS, STRUCTURED TRAINING SYSTEMS, AND CENTRALIZED OPERATIONAL SUPPORT.**
- **TRAINING & STAFFING: COACH TRAINING AND CERTIFICATION, RECRUITMENT GUIDANCE, AND CONTINUOUS SKILL UPGRADATION TO MAINTAIN HIGH TRAINING STANDARDS.**
- **MARKETING SUPPORT: LAUNCH CAMPAIGN PLANNING, SOCIAL MEDIA AND REEL STRATEGY, CREATIVE DESIGNS, ADVERTISING GUIDANCE, AND INFLUENCER PLUS LOCAL MARKETING PLAYBOOKS.**
- **ONGOING SUPPORT: BUSINESS MENTORING, REGULAR PERFORMANCE REVIEWS, AND STRATEGIC GUIDANCE FOR LONG-TERM GROWTH AND EXPANSION.**



MARKETING POWER

KNOCKOUT FIGHT CLUB HAS BUILT A STRONG INSTAGRAM AND DIGITAL PRESENCE THAT DRIVES VISIBILITY, TRUST, AND CONSISTENT INQUIRIES. OUR VIRAL REEL-BASED CONTENT STRATEGY CREATES HIGH ENGAGEMENT WHILE REINFORCING A COMMUNITY-DRIVEN BRAND RECALL ROOTED IN DISCIPLINE AND PERFORMANCE. BACKED BY A HIGH INQUIRY-TO-CONVERSION MODEL AND A PROVEN BLEND OF LOCAL AND DIGITAL MARKETING, THE BRAND DELIVERS STEADY LEAD FLOW AND SUSTAINED GROWTH ACROSS LOCATIONS.



TRACK RECORD

KNOCKOUT FIGHT CLUB HAS ESTABLISHED A STRONG AND PROVEN TRACK RECORD WITH MULTIPLE SUCCESSFULLY OPERATIONAL CENTERS AND A LARGE, ACTIVE TRAINING COMMUNITY. THE BRAND HAS CONSISTENTLY DEMONSTRATED THE CAPACITY TO TRAIN AND MANAGE HUNDREDS OF MEMBERS PER CENTER, SUPPORTED BY STRUCTURED SYSTEMS AND HIGH RETENTION. IN ADDITION, KNOCKOUT HAS DEVELOPED STATE AND NATIONAL-LEVEL FIGHTERS AND IS WIDELY RECOGNIZED FOR ITS DISCIPLINE-DRIVEN, AUTHENTIC MMA TRAINING, REINFORCING ITS CREDIBILITY AS A PERFORMANCE-FOCUSED COMBAT SPORTS INSTITUTION.



ACHIEVEMENTS



WE ARE HONORED TO HAVE RECEIVED AWARDS FROM RENOWNED PERSONALITIES SUCH AS MALAIKA ARORA, JACKIE SHROFF, AND SENIOR OFFICIALS FROM THE DELHI POLICE AND UTTARAKHAND POLICE. THESE RECOGNITIONS CELEBRATE OUR CONTRIBUTION TOWARDS CREATING A POSITIVE IMPACT IN SOCIETY BY EMPOWERING PEOPLE THROUGH MMA AND SELF-DEFENSE TRAINING

STORY OF FOUNDER

FROM A SHY, INTROVERTED BOY TO INDIA'S LEADING MARTIAL ARTS ENTREPRENEUR, MANNAN SIR'S JOURNEY IS A STORY OF TRANSFORMATION THROUGH DISCIPLINE AND COURAGE. INTRODUCED TO JUDO AND KARATE AT 11, HE LATER TRAINED UNDER PIONEERS LIKE ALAN FERNANDES, SHAPING HIS PATH IN MMA.

IN 2011, HE FOUNDED HIS FIRST ACADEMY, AND BY 2012, KNOCKOUT FIGHT CLUB WAS BORN. TODAY, IT HAS GROWN INTO INDIA'S LARGEST MARTIAL ARTS CHAIN WITH 15+ BRANCHES ACROSS DELHI NCR AND BEYOND. GUIDED BY THE MISSION OF "MAKING PEOPLE POWERFUL—PHYSICALLY, MENTALLY, AND SPIRITUALLY," KNOCKOUT OFFERS AUTHENTIC MMA TRAINING, SELF-DEFENSE PROGRAMS, AND MENTAL RESILIENCE COACHING. MANNAN R DATTAH HAS:

- **ORGANIZED 100+ AIMMAA-SANCTIONED MMA EVENTS**
- **TRAINED POLICE, ARMY, AND COMMANDO UNITS**
- **CONDUCTED 500+ WOMEN'S SELF-DEFENSE WORKSHOPS**
- **TRANSFORMED 10,000+ LIVES THROUGH MARTIAL ARTS**

FEATURED BY LEADING MEDIA OUTLETS AND HONORED BY CELEBRITIES LIKE MALAIKA ARORA, JACKIE SHROFF, AND DIA MIRZA, HIS LEGACY IS PROOF THAT MARTIAL ARTS IS NOT JUST ABOUT FIGHTING—IT'S ABOUT UNLOCKING THE STRONGEST VERSION OF YOURSELF.



LETS GET STARTED

GETTING STARTED WITH KNOCKOUT FIGHT CLUB IS A SIMPLE AND STRUCTURED PROCESS. BEGIN WITH A FRANCHISE INQUIRY, FOLLOWED BY A DETAILED BUSINESS DISCUSSION AND FEASIBILITY ASSESSMENT. ONCE ALIGNED, THE NEXT STEPS INCLUDE LOCATION FINALIZATION, TRAINING AND CENTER SETUP, AND A GUIDED LAUNCH WITH COMPLETE KNOCKOUT SUPPORT TO ENSURE A STRONG START. LET'S BUILD INDIA'S NEXT COMBAT FITNESS HUB —TOGETHER.

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